

## INSIDE DOPE

by GEORGE F. TAUBENECK

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### Stories of the Week

Thousands have been hypnotized by irresistibly eloquent Bill Power. In any list of the World's Five Best Public Speakers, the magnificent and magnanimous Power (presently a Chevrolet executive) should cop the first four places. Those who've heard him will relish this story.

Bill mesmerized a national convention of teen-agers for more than an hour.

"Gosh," exclaimed a Junior Achievement prize winner. "He's better than Martin and Lewis."

To newly-crowned Elizabeth, a devoted Scotsman sent an out-of-season basket of grapes. From the Queen herself came a personal letter of thanks.

Mac Tavish read the royal missive, and grumbled: "She didn't return the basket."

Joe Hepcat was so impressed by a sermon that he waited after church to meet the pastor.

"Man, you are keen-dilly. You sent me with that patter. You're the gonest," he effervesced.

"Gonest?" halted the clergyman. "Aren't you picking up what I'm laying down? Don't you dig me? Man! When the collection plate came around I sailed for \$10."

"Ten dollars?" exclaimed the clergyman, grabbing the bebopper's lapel. "Cat, you are the coolest!"

### Gags of the Week

Home cooking is what every man would have if every woman was.

It is magnificent to grow old, if one keeps young.—HARRY EMERSON FOSDICK.

"I eat what I want, drink what I want, play poker at night, and make love to Marilyn Monroe and Jane Russell by day."—ACTOR CHARLES COBURN on his 75th birthday.

### Radio Fluff of the Month

"... never lets you tan, lets you burn."—Commercial plug on WXYZ, Detroit.

### Philosophy of the Week

There is a wonderful law of nature which holds that the three things we crave most in life—happiness, freedom, and peace of mind—are attained by giving them to someone else.

"Prosperity continues to stagger along nervously and haphazardly. Business executives worry more than they did during the dark days of Depression. We suspect that the widespread publication of charts, surveys, and opinion polls may be responsible for this. Someone is always taking our temperature and holding a consultation over the corporate delecti."—National Bank of Detroit.

### Comitragedy In the Advertising Profession

Successful novelist Walter O'Meara—already acclaimed as an advertising genius with Lennen and Newell before he attained glamorous celebrityship—wowed a national sales convention recently. His tale about a copywriter "of the old school" named Al, and his digs at pseudo-scientific advertising methods, stirred tremendous applause.

Afterward, several distinguished Wise Old Heads wagged knowingly. Long had they longed for some brave soul to utter a sporting speech of this nature. Now let's switch back to O'Meara's re-creation of a GOOD copywriter. Here's the plot:

Early his hypothetical Al latched onto a shiniest successful *modus operandi*. The formula was simple: meet customers. Al listened to buyers, (Concluded on Page 8, Column 1)

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### 'Bad Boys' Drop Out

## Freezer-Food Plans on Sounder Ground Now, As Banks Close Down on 'Fast Buck' Firms

CHICAGO—After a lot of talk with manufacturers, distributors, and dealers handling home freezers, you come up with these conclusions about "freezer-food" plans for merchandising home freezers:

(1) The "freezer-food" plan is very much alive and kicking, especially in areas where it has been only recently introduced, or where there haven't been any real bad experiences with it. In some sections of the West Coast, where it originated and was in a boom phase last summer, "freezer-food" plans are in bad repute with both dealers and consumers, but show some signs of a comeback on the right track.

(2) Lower meat prices have made tougher going for food plans generally, but the big reason for the falling apart of the boom on the West Coast and in some other areas was the high-pressure selling by "fast buck" door-to-door operators, who were not appliance dealers and who often sold off-brand merchandise. The "ballooning" of prices to permit payment of excessive salesmen commissions was a principal factor in turning consumers and financing organizations against the plans.

(3) Banks and finance companies were partly responsible in some cases where there were some big collapses and subsequent repossessions, because they had financed almost any type of a plan, in many cases on a non-recourse basis.

(4) Financing organizations in tightening up credit for freezer-food

plans, have gone almost too far and in some cases are strangling efforts of legitimate organizations to move freezers. However, most financing organizations will still go along with reputable organizations, and in some places "new sources" of credit capital have been found anxious to help food-plan operators.

"Believe it or not," said one man well acquainted with the field, the finance companies like the food paper, and since it takes a freezer to sell the plan, they necessarily have to finance the freezer sale.

(5) In those areas where the "boom" has been deflated, heavy promotion is needed (a) to sell the appliance retailer on the freezer as a piece of merchandise to promote and sell; (b) to sell the public on the value of owning a home freezer.

(6) Freezer-food plans, good or bad, stimulate sales of freezers. Sales records seem to indicate that over-all freezer sales are better even in those areas which have had the worst experience with food plans, than they are in areas which have had no experience with food plans.

The extent to which the "bad boys" of the freezer-food business have hurt freezer sales varies widely. Most opinion seems in agreement on pointing to San Francisco as possibly the worst hit spot, probably because there seems to have been more actual repossessions of freezers there than elsewhere. There seems to be some fear of dumping of repossessed mer-

(Concluded on Back Page, Column 1)

### Air Conditioners Outsell TV In Philadelphia Area

PHILADELPHIA — Distributor sales of air conditioners topped all other major appliances, including refrigerators and television sets, in the five Pennsylvania counties surrounding Philadelphia during May, the Electric Association of Philadelphia reported recently.

During that month, distributors in Bucks, Chester, Delaware, Montgomery, and Philadelphia counties sold 7,288 air conditioners, nearly half of the 15,039 they had sold in the first five months of the year.

This compared with sales of 6,563 refrigerators and 6,106 television sets during May. Refrigerator sales were up slightly from 1952, while TV (Concluded on Page 21, Column 5)

### Distributor Contest Asks Shoppers To Rate Salesmen

FLINT, Mich.—Shoppers are "rating" appliance salesmen in a new kind of a "contest" promotion set up by W. W. Silkworth, Flint distributor for Gibson Refrigerator Co.

Contest has a double purpose in building store traffic, and in sharpening up salesmen's efforts.

Idea for the contest was developed by Gregory V. Drumm, Gibson advertising manager, who reasoned that one way to get better selling would be to bring the need for better selling out in the open in a way that rewards both the salesman and the shopper when the salesman does a better selling job.

For shoppers there are four steps in the program:

1. If the shopper intends to shop for a refrigerator, range, freezer, or air conditioner in the 60-day period (Concluded on Page 21, Column 2)

### 'Fall Market' Scheduled For Chicago Oct. 19-23

CHICAGO—What is being called "An Official Pre-View Showing" of new merchandise for the home will be held at the American Furniture Mart, Oct. 19-23 of this year.

This is the first "Official Fall Market" or "in-between" market to be held in Chicago. The Oct. 19-23 dates coincide with those set by the Summer Furniture Manufacturers' Association, which will concentrate its fifth annual showing of outdoor and casual furniture at the American Furniture Mart during that period.

After the announcement of the October market dates, there was considerable speculation as to just how extensively refrigerator, home (Concluded on Page 21, Column 1)

### G-E Names Wassmansdorf Major Appliance Ad Mgr.

LOUISVILLE, Ky.—Appointment of Paul A. Wassmansdorf as advertising manager of the General Electric Major Appliance Division has been announced by J. F. McBride, manager of marketing.

He succeeds John G. Porter who has been named manager of the General Electric Home Bureau.

The Home Bureau position, prior to the appointment of Porter, had been held by George D. Kobick together with his present job as manager of contract sales.

Both Wassmansdorf and Porter joined the company in 1934 and have had extensive experience in advertising and sales promotion work.

Before the war, Wassmansdorf was advertising manager of the Plastics Div. at Pittsfield, Mass., and from 1945 to 1949 he was in charge of advertising and sales promotion for several small appliances at Bridge-

(Concluded on Back Page, Column 5)

## FRB Credit Action Seen as Aid to New Product Sales

WASHINGTON, D. C.—Action of the Federal Reserve Board in reducing the amount of funds it requires member banks to hold in reserve, and thus increasing the lending power of the nation's commercial banks by up to \$5,750,000, could be a major factor in bolstering sales of refrigeration and air conditioning equipment and major appliances, industry observers believe.

One of the main reasons for the action of the Board in reducing the banks requirements from 24 to 22%, the first adjustment in the level since January, 1951, was to facilitate the borrowing that the U. S. Treasury Department will have to do in the next few months. But since the Treasury would be a "preferred customer" in the lending marts anyway, what the Board action does is provide a larger cushion of capital against which both the government and private business can borrow.

Also, competition for a lesser general amount of money available for credit purpose would have probably boosted interest rates, which could have also hurt consumer buying.

Manufacturers and retailers of refrigeration, air conditioning, and appliance products have complained that tightening of credit since the first of the year has served to slow down sales.

## Alter Sees Fewer Mfrs., Sales Outlets

By John O. Sweet

CHICAGO—If the predictions of speakers at the mid-year meeting of the National Appliance & Radio-TV Dealers Association come true, more and more major appliances will be sold in the years ahead by fewer manufacturers, distributors, and dealers.

From Harry Alter, president of The Harry Alter Co., Chicago distributor, the dealers heard a prediction that eventually there will be only about 10 important appliance manufacturers, and that the day of full-line and exclusive dealerships "is not far off."

Alter said he thought most "left-handed" dealers (those who are mainly in other lines and dabble in appliances and TV) "are getting out of the business pretty fast." He estimated that "another 10% will leave because of financial reasons, either because of failure or fear of failing. Yes, dealer ranks are thinning out."

Likewise, he stated, distributor and manufacturer ranks are becoming (Concluded on Page 21, Column 3)

## April Refrigerator Sales by NEMA Up 43%

NEW YORK CITY—April sales of household refrigerators were 43% better than in the same month last year, while sales for the first four months of 1953 topped the similar 1952 period by 37%, figures submitted to the National Electrical Manufacturers Association by 18 manufacturers reveal.

Total sales by these companies for April were 366,951 units as compared with 255,009 in April, 1952. However, they were somewhat below the 428,048 sold in March, a drop of 15%.

The four months' total was 1,519,651 units. Last year it was 1,106,384 units.

## See 200,000 Heat Pumps a Year by 1960

### Bright Future for Entire Industry Predicted at ASRE Lake Placid Meeting

By C. Dale Mericle

LAKE PLACID, N. Y.—Attendance records for its mid-year meetings were broken when the American Society of Refrigerating Engineers registered nearly 700 at its 40th semi-annual meeting held at the Lake Placid Club here June 28 to July 1.

In addition to a broad range of technical papers and engineering conferences on residential air conditioning and home freezers, members and guests heard Clarence Linder, General Electric vice president of engineering, predict a rosy future for the industry at the welcome luncheon.

"The air conditioning industry can become the nation's fastest growing industry in the next quarter century," Linder declared. He also predicted that "by 1960 more than 200,000 heat pumps could be sold annually at an installed price of less than \$2,000, provided, of course, we do a lot of things in the meantime."

Sales of room units, he said, should reach approximately 2,000,000 a year by 1960 while the larger packaged units for commercial installations should total 1,500,000 annually in 10 years, compared with the 350,000 of 1952.

The 60,000 installations of year-round residential systems predicted for the current year is a "minimum figure, many of us believe," Linder also commented.

"The future is going to surpass anything that's happened in the past. In the entire electrical industry, sales, including generating equipment, light bulbs, major appliances, etc., in the next 10 years will equal total sales of the past 75 years, and the refrigeration industry can equal or exceed that figure," he declared.

No predictions of future sales came out of the special conference on residential air conditioning, but one of the speakers, E. H. Spiegel of the National Association of Home Builders, took issue with those builders who look upon air conditioning as a "gimmick to keep new home starts above the 500,000 to 600,000 required annually by new families." (Concluded on Page 4, Column 4)

## Refrigerant Absolved As Explosion Destroys Serviceman's Auto

RACINE, Wis.—Further investigation into the explosion of a refrigeration serviceman's car here in the early hours of the morning on June 20 have seemed to offer definite proof that refrigerant gas was not involved in the explosive mixture which, when set off, completely demolished the automobile and injured two persons.

Newspaper accounts reported that "five tanks of refrigerating gas stored in an automobile trunk exploded, injuring two persons and damaging dozens of homes."

However, Paul B. Reed, writer of the "Refrigeration Problems" column for AIR CONDITIONING & REFRIGERATION NEWS, and educational director (Concluded on Page 4, Column 1)

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## RSES Poster Warns of Refrigerator Death Traps

CHICAGO—In an effort to eliminate the needless deaths of children through suffocation while trapped in abandoned ice boxes and refrigerators, members of the Refrigeration Service Engineers Society are being requested to distribute posters warning of the danger.

The Society-prepared poster is 13 by 17 in. in size and bears the legend: "Protect Children. Don't Leave a 'Death Trap.' Remove locks or doors from discarded ice boxes and refrigerators."

In between these statements are displayed newspaper clippings and pictures reporting such tragedies. Most prominent picture of all, however, shows a serviceman removing a door latch while a smiling little girl looks on.

The summer season invariably brings more reports of these preventable deaths, an RSES official commented. Many communities have adopted legislation making it a misdemeanor to discard old boxes without first removing hardware and doors.

Society members were urged to display these posters prominently.

## Trane Chattanooga Office Moves

LA CROSSE, Wis.—The Trane Co., manufacturers of air conditioning, heating, and ventilating equipment, has announced that the Chattanooga, Tennessee sales office has been moved to 308 South Kelley St.

Jack F. Spears is the sales engineer in charge of the office.

## Odin Stove Denies Reports That Firm Has Been Sold

ERIE, Pa.—The Odin Stove Co. has not been sold.

A statement issued by E. C. Fisher, president, reveals that consideration is being given to several offers for the purpose of settling an estate and not to dissolve the company.

"Should anything definite develop," said Fisher, "our employees, dealers, and the public will be informed. Notices have appeared in Erie and out of town to the effect that a 'New York group' is interested."

"The prospective buyer, erroneously called the 'New York group' is a consulting firm we have engaged for the purpose of helping us establish the present-day value of our plant."

The Odin Stove Co. manufactures both gas and electric ranges. In January of this year, they introduced three new gas models and two electric models at the Chicago Show.

In commenting on present business, Fisher had this to say, "At the Summer Market in Chicago we introduced one new gas and 2 new electric models. Buyer reaction to the new line is good, and we are now preparing to fill the orders written up for fall delivery."

"The negotiations which have brought about the present interest in Odin in no way affect our present operation."

They've been going on for some time, and the final disposition of any proposal is not yet in sight. Meanwhile, we will carry on our regular activity of manufacturing and selling Odin Beautyranges."

## Gibson Adds Heating Unit To 3/4-Ton Room Coolers

GREENVILLE, Mich.—Gibson Refrigerator Co. has added a 1,500 watt heating element to all its 3/4-ton room coolers, it was reported recently.

The element is placed ahead of the air circulating fan. A safety cut-off switch automatically turns off the heater if it becomes inoperative.

Addition of the heating feature has not increased the price of the units, it was reported. The 110-volt unit lists at \$379.95 and the 220-volt unit at \$389.95.

Gibson is also reported as planning to introduce a new 30-in. electric range with large oven about Nov. 1.

## Muntz Begins Production Of 1/2, 3/4-Ton Room Units

CHICAGO—Entrance of Muntz TV, Inc., into the room air conditioner field was made recently with the completion of the first few hundred units, Earl W. Muntz, president, has announced.

Although two models—1/2-ton and 3/4-ton—will be produced by the company, emphasis will be placed on the larger one, Muntz continued, explaining that only a limited number of the 1/2-ton units are scheduled and will be sold as leaders.

The Muntz air conditioner will feature all-fiber glass housing.

According to Muntz, the air conditioners will be sold and serviced direct from factory to consumer in the same manner as Muntz television sets. He said price lists will be released as soon as the first shipments are ready to be sent to the branches.

## Detroit City Council Fails To Act on Refrigeration Code

DETROIT—No action was taken by the Detroit city council last week on the proposed change in the city's refrigeration safety ordinance that would eliminate automobile air conditioning from its coverage.

The council clerk said the council was too busy thrashing out city wage problems to consider the refrigeration amendment. She indicated that it would be another week, and possibly longer, before further action would be taken.

The Refrigeration and Air Conditioning Contractors Association of Detroit has already filed protests with the council asking for a hearing. The contractors do not want the change made.

The city's department of buildings and safety engineering, at the bequest of automobile manufacturers and dealers, is asking that automobile air conditioning be removed from coverage by the code. They contend that the code was never intended to cover air conditioning in passenger automobiles.

## Fresh, Frozen Produce Sold Side by Side In Flatbush

BROOKLYN—An experiment in selling frozen fruits and vegetables right along with fresh produce in the hope of boosting volume sales of both is now being conducted by Smilen Bros., a local chain of 55 stores handling fruits and vegetables exclusively.

The experiment is being staged in a new unit of the chain located at 752 Flatbush Ave. In the 18 by 65-ft. air conditioned store are set up 40 ft. of frozen food cabinets.

If the experiment proves successful, frozen food cabinets will be installed in other stores of the chain, according to Lawrence Hersh, buyer for Smilen Foods, the parent company of Smilen Bros.

## Babcock & Wilcox Ups Prices on Tube Products

BEAVER FALLS, Pa.—The Tubular Products Div. of the Babcock & Wilcox Co. has announced revisions in prices covering seamless alloy and stainless, mechanical, and pressure tubes produced at Beaver Falls, Pa.

Revised prices were also announced for electric resistance welded boiler, condenser, and heat exchanger tubes, produced at Alliance, Ohio.

These prices are effective with shipments made on and after 12:01 a.m. June 25, 1953, and reflect the increase in costs due to increase in labor rates and raw materials.

The details of these prices are available in revised price schedules being issued, according to W. J. Thomas, general sales manager.

## Air Conditioned Drive-In

ST. PETERSBURG, Fla.—Formal opening of the new air conditioned refreshment and patio lounge was held at Fourth Street Drive-In Theater recently.

Other new features at the theater include air conditioned rest rooms and a children's playground under the screen.

## Not Stale Air

## Temperature, Humidity, Odor Found as Chief Causes of Discomfort

LOS ANGELES—The concentration of carbon dioxide and diminution of oxygen found in crowded, poorly ventilated churches, schools, theaters, and barracks is not great enough to account for the discomfort produced in many persons, according to Norman Sharpe, head of the air conditioning and refrigeration department at California State Polytechnic college.

Neither is such discomfort caused by bacteria nor, usually, by dusts of any kind, the San Luis Obispo educator told the American Society of Mechanical Engineers meeting in the Statler hotel here recently.

The main causes are excessive temperature, humidity, and unpleasant odors.

In most buildings, Sharpe said, the normal infiltration leakage of air provides enough oxygen to keep the carbon dioxide concentration at a sufficiently low level. In tightly insulated buildings, 2 c.f.m. of outside air per person, depending on their activity, is sufficient.

## Norge Sponsors Garry Moore

CHICAGO—Norge has announced it will become a participating sponsor of "The Garry Moore Show" (CBS-TV) beginning Sept. 10.

According to David H. Kutner, director of advertising and public relations, Norge has contracted for show time every Thursday. The program will reach 65 television markets.

Initial commercial emphasis will be on the new Norge Time-Line laundry equipment to tie in with the fall sales drive, Kutner said. J. Walter Thompson is the agency.

## Quiet Kool Names Five

CHICAGO—E. M. Peters, Quiet Heat Mfg. Corp. vice president in charge of sales of Quiet Kool room air conditioners, announces five new distributors in the central states.

They are: Spiegels Inc., W. W. Grainger, Inc., and Airtex Corp., all of Chicago; Cutlers Exchange, Nashville, Tenn.; and The Sutton Electric Supply Co., Wichita, Kans.

# SEE YOUR WHOLESALE

ask for the **PENN**  
*Complete Line*  
of Cooling Controls

Whatever the control job . . . refrigeration or air conditioning . . . your wholesaler has a **PENN** precision-built automatic control that will do the job better . . . and make more money for you.

Costly service call-backs stop . . . and customers "talk you up" because of efficient on-the-job performance by **PENN** Controls. Quality . . . long years of service . . . customer satisfaction . . . are a **PENN** tradition.

In the **PENN** complete line there is a type to fit your needs exactly. Investigate the profit . . . get your free copy of **PENN's** Condensed Catalog and price list. Ask your Wholesaler or write **Penn Controls, Inc., Goshen, Indiana**. Export Division: 13 E. 40th Street, New York 16, N. Y., U.S.A. In Canada: Penn Controls Limited, Toronto, Ontario.



Series 246 Water Valves are zoned to keep water out of sliding parts . . . are built in threaded and flanged styles for all refrigerants and in sizes from 3/8" to 2 1/2".



Penn Series 325 Time-Pressure Defroster automatically varies the defrost period to satisfy load conditions . . . eliminates seasonal adjustments . . . avoids unnecessary shut-down time.



Series 275 Oil Protection Control with built-in Time-Delay Switch for use on all pressure-lubricated refrigeration compressors.



Penn Series 270 temperature and pressure controls have direct reading calibrated scale which shows both cut-in and cut-out points.

# PENN

## AUTOMATIC CONTROLS

Remember . . . there is a difference in controls

FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES

## Westinghouse Air Conditioning

### THE MOST COMPLETE LINE IN THE INDUSTRY

- Self-contained UNITAIRE® from 2 to 15 hp.
- Central plant UNITAIRE from 15 to 25 hp.
- Hermetically-sealed compressors from 2 to 100 hp.
- Water-cooled and evaporative condensers and water coolers in matching ratings.
- Complete line of coils, fans, air handling units and electronic air cleaners.

YOU CAN BE SURE...IF IT'S  
**Westinghouse**  
**AIR CONDITIONING**

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**NOW..**  
**THE**  
**ICE-CUBER**  
**YOU CAN**  
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**FULLY**  
**AUTOMATIC**

**ICE-**  
**FLO!**

(SINCE 1947)



### FIVE ICE-FLO MODELS—

Sizes from 1/2 h.p. to 1 1/2 h.p. The smallest makes 2520 deluxe size cubes daily. The largest delivers 10,800 per day. Pull out storage cabinets hold from 8 to 12 hrs. production.

**THE ORIGINAL Solid-Cube Ice Maker** for Hotels, Restaurants, Clubs, Bars, Cafeterias, Schools, Hospitals, Institutions, Drug and Chain Stores.

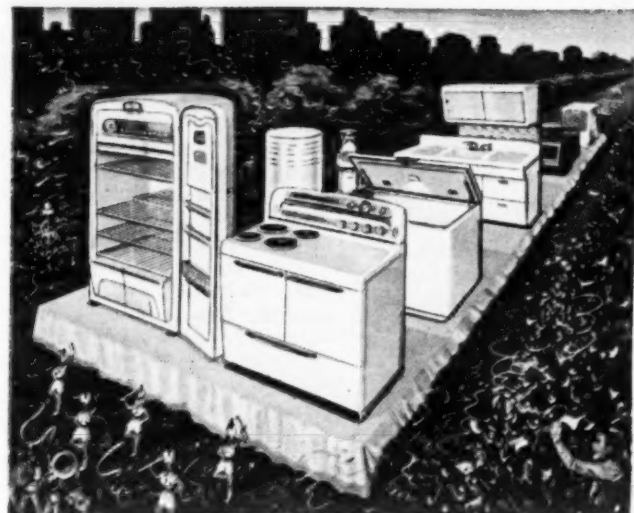
A **DOOR-OPENER** to better ice service, Ice-Flo automatically produces sparkling clear, solid, extra-large ice cubes in quantity at point of use. They neither mat nor stick together. Freezing compartment is self-cleaning. Cubes last longer in drinks and in storage because they are solid.

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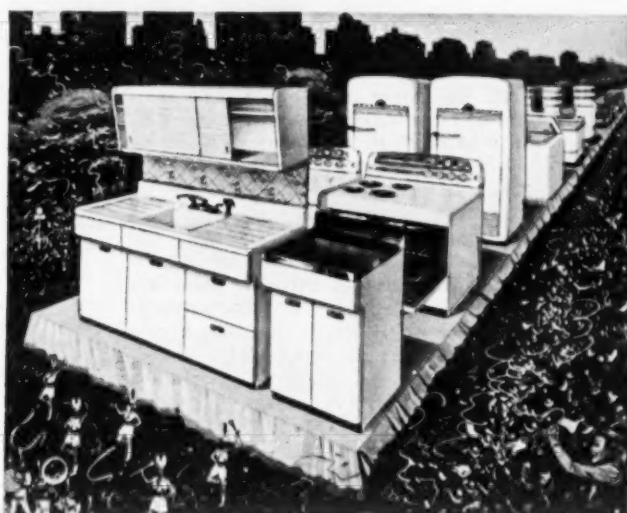


**Esmond Manufacturing Company**  
ESMOND RHODE ISLAND

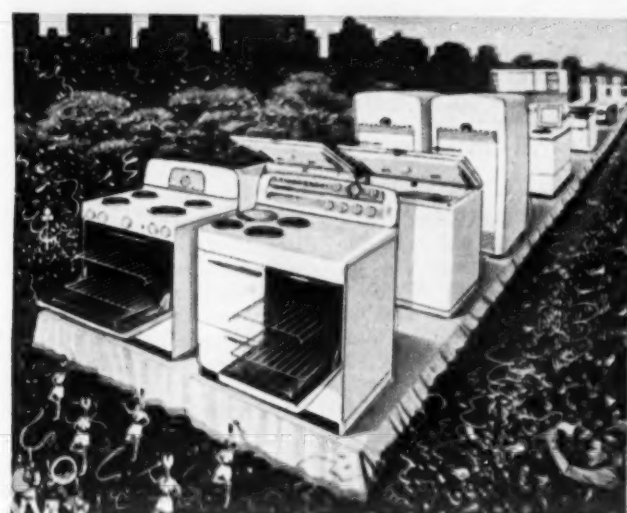




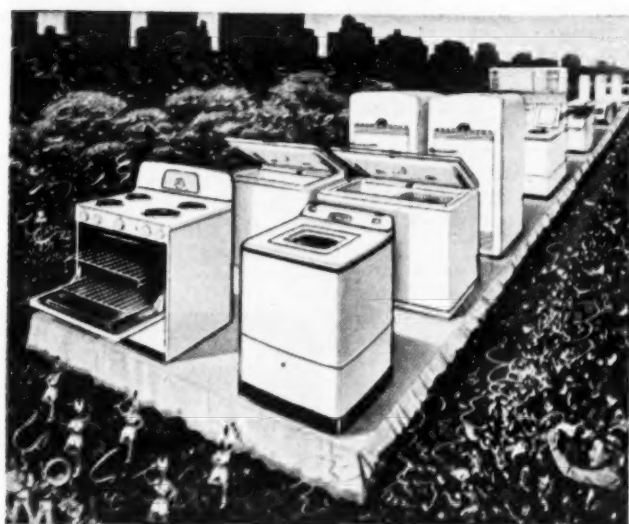
**IN JANUARY...**  
it was Kelvinator Refrigerators



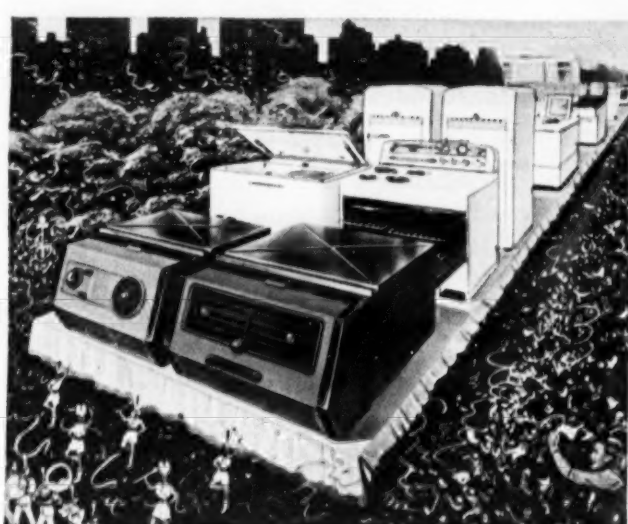
**IN FEBRUARY...**  
it was Kelvinator Cabinets & Sinks



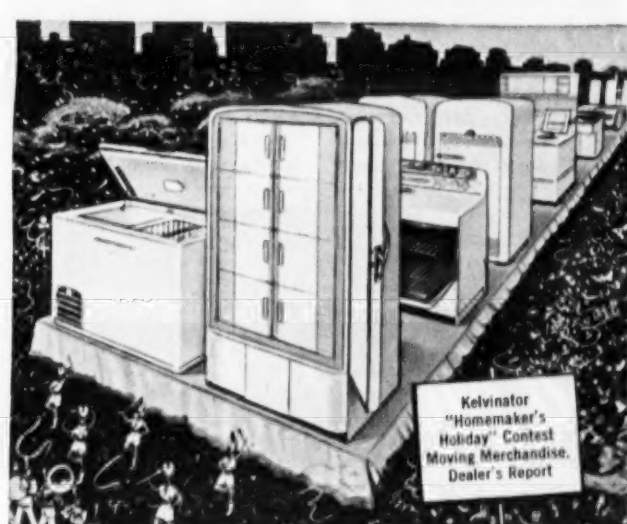
**IN MARCH...**  
it was Kelvinator Ranges



**IN APRIL...**  
it was Kelvinator Automatic Washers



**IN MAY...**  
it was Kelvinator Air Conditioners



**IN JUNE...**  
it was Kelvinator Freezers

## In July or January *this* Parade Brings Kelvinator Dealers Peak Selling Power!

**T**HIS IS A YEAR OF ACHIEVEMENT FOR KELVINATOR— and Kelvinator retailers. For Kelvinator's expanding line of products . . . merchandised under the selective marketing policy of "an adequate market for every dealer and an adequate dealer for every market" . . . is offering retailers new opportunities for attracting customers, new opportunities for volume sales, new

opportunities for building securely today and tomorrow.

These new lines of Kelvinator products—washers, ironers and dryers, kitchen cabinets and sinks, garbage disposers and room air conditioners—all have tremendous potential. Built to Kelvinator's renowned quality standards, they are important in keeping the Kelvinator franchise the most valuable franchise in the industry.

JOIN THE **Kelvinator** PARADE TO BETTER BUSINESS!

Division of Nash Kelvinator Corporation, Detroit 32, Michigan



REFRIGERATORS • RANGES • FREEZERS • WASHERS, DRYERS AND IRONERS • WATER HEATERS • DEHUMIDIFIERS • KITCHEN CABINETS • SINKS • "ELECTRO-DRAIN" GARBAGE DISPOSERS • ROOM AIR CONDITIONERS



## Explosion--

(Concluded from Page 1, Column 5) of RSES, interviewed the serviceman, W. Jacobson, and from what could be pieced together from the remains of the car and its contents, the following was indicated:

There had been a tank containing acetylene gas in the trunk of Jacobson's automobile, and the safety fuse on this tank had melted. The refrigerant tanks were blown out of the truck, but were found to be intact, with refrigerant left in them.

Reed's report on the explosion follows:

"Jacobson drove his car home at 10:40 p.m. Friday night, June 19, locked it, and went to bed. The explosion occurred at 1:30 a.m."

"The automobile, a 1951 Mercury, was completely demolished. The explosion blew one of the doors against the house next door and damaged the house and even broke the plaster inside. His own house was damaged also and windows were shattered throughout the block."

"He had all of his refrigeration equipment in the trunk, consisting of a Prestolite tank that has a capacity of 40 cu. ft. of acetylene. With it was a 25-pound 'Freon-12' cylinder that had only a little refrigerant used out of it. There was also a same size cylinder with about 15 pounds of methyl chloride in it. In addition, there were two 5-pound service cylinders, one with less than 5 pounds of sulphur and the other with less than 5 pounds of 'Freon-12'."

"The fire apparently started in or near the front seat, for the upholstery in the inside of the car showed that it was badly burned

before the explosion occurred. The heat from the fire in the body finally caused the safety fuse in the Prestolite tank to melt and apparently it was the Prestolite gas seeping into the body of the car that was set off by the fire."

"The refrigerant cylinders were blown out of the car, but were otherwise undamaged and still had the refrigerant in them. The large 'Freon' cylinder had evidently been hot enough that the safety fuse was beginning to melt, but the serviceman said that he had transferred the 'Freon-12' out of this cylinder and apparently lost very little if any of it. The other 3 cylinders were completely undamaged."

"The cause of the fire is unknown, but the fire department is inclined to lay it to a cigarette which wasn't properly extinguished, which sounds somewhat peculiar as the explosion occurred almost three hours after the serviceman left and locked the car. Jacobson is more inclined to attribute the fire to a short circuit in the wiring or some other cause."

## Waterbury Fitters To Vote For or Against AFL Local

WATERBURY, Conn.—All air conditioning and refrigeration fitters, journeymen, and apprentices employed by members of the Waterbury Master Plumbers Association, Inc. have been directed by the National Labor Relations Board to vote for or against Local 22, Journeymen & Apprentices of the Plumbing and Pipe Fitting Industry (AFL).

The election was to be held within 30 days of June 16.

## New York To Air Condition Ten New State Buildings

ALBANY, N. Y.—The state is going to spend several millions of dollars to air condition new state buildings in Albany and Syracuse.

Budget Director T. Norman Hurd announced this decision and estimated the cost of summerizing the buildings as an additional 15% of the total building expenditure.

In the case of the eight office buildings planned on a "campus site" in Westland Hills, this would mean an additional outlay of about \$2.4 million. Estimated cost of the buildings had previously been given at \$16,310,000.

Other buildings to be air conditioned, the budget director said, are the new State Health Department structure on Holland Ave. and a new office building in Syracuse.

## Sprague Electric To Make Capacitors In N. C. Plant

NORTH ADAMS, Mass.—Sprague Electric Co. here has announced that it is now building a new plant near West Jefferson, N. C.

The new plant will manufacture capacitors for use in air conditioning, television, radio, and electronics. It is expected to start about Nov. 1.

The plant, seventh branch operation of the company, is located on a 30-acre tract in a bend of the New River near the Virginia and Tennessee boundaries. About 250 persons will be employed when the plant gets into full operation.

## ASRE Hears About Bright Future--

(Concluded from Page 1, Column 5)

"Our houses must have basic quality, not gimmicks, and I think air conditioning is a basic need, not just a sales gimmick," Spiegel declared.

Although he complimented the industry for the progress made during the past two years in reducing the cost and size of residential air conditioning, Spiegel urged further reduction in initial cost and stressed the need for more specific data on operating costs.

### COST REDUCTION SOUGHT

"Our goal is to continue to reduce initial cost to the point where it won't mean more than 3% increase in the mechanical cost of a small home," he said, explaining that at present the total plumbing, heating, and electrical installations represent 19% of the total cost of a small home.

There were other interesting comments in this conference:

"A low noise level is one of the most important factors in designing systems for the home."—R. M. Thompson of Bryant Heater.

"Air conditioning of existing homes requires close examination of the existing heating plant. If it doesn't heat properly, the chances are it won't cool properly."—W. B. Cooper of American Radiator.

"Mass production of a simple, universal packaged control system that most manufacturers could use will help lower costs of residential air conditioning."—Frank Carter of Detroit Lubricator.

"In new housing developments special water supply and return loops for air conditioning with a spray pond in a park would cut water demands to less than a tenth."—R. E. Holmes of Worthington.

"Packaged air conditioners intended to be used with Airtemp's [closed circuit] water saver must be designed to operate as if with an air-cooled condenser."—Joseph Lovely of Airtemp.

"For every 1,000 heat pumps sold, there will be a potential half million dollar market for ranges, water heaters, and dryers in addition to the normal potential of these appliances."—D. W. Lynch of General Electric.

### FREEZER DESIGN, PERFORMANCE DISCUSSED

At the Domestic Engineering Conference various topics relating to home freezer design and performance were presented by 10 speakers, two of whom claimed numerous advantages for the upright freezer as compared with the chest type.

According to L. M. S. Cooper of Amana, the upright freezer has the advantages of taking less floor space and can thus be in the "best location—the kitchen," greater accessibility,

faster freezing, more even temperature distribution, and others.

"The effect of cold air spillage in an upright is negligible," Cooper declared, "amounting to less than 1° for normal door opening."

He also cited tests to determine the increased power cost due to a 60-second door opening every hour.

"The increase would amount to 77 cents a year for a chest-type freezer; \$1.51 a year for the upright," Cooper said.

"Tests have shown there is more air spillage in the chest-type freezer than in an upright," pointed out G. J. Fleck of Coolerator. "Much depends on the upright designs, however."

"The pull-down of an upright compares favorably with a chest, but the freezing time can be a problem, because of the greater freezing area in an upright. Tests have shown there is a slightly less running time for an upright than a chest-type freezer."

(More detailed reports of this conference and that on residential air conditioning as well as the papers presented at the regular technical sessions will appear in future issues.)

Perhaps the high spot on the entertainment program was the "Beat the Clock" performance staged Sunday evening. Here some of the most interesting stunts of the popular TV program were successfully performed by members and guests under the professional-like guidance of the committee.

The convention committee was chaired by R. A. Baker, aided by C. M. Ashley, J. N. Entrikin, W. L. McGrath, D. E. MacLeod, E. P. Palmatier, H. G. Strong, and Mrs. R. W. McLaughlin.

No. 9 of a Series of 12 Advertisements

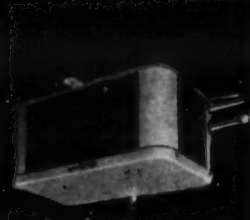
## Good Men to Know!



L. K. "JACK" ALTMAN  
Factory Representative  
Southeastern Territory  
serving you through these  
reputable wholesalers



D. T. SEGLER  
Segler Refrigeration Supply  
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WILLIAM T. HANCOCK  
Texwood, Inc.  
Greenville, South Carolina



BEN S. JONES  
Bowen Refrigeration Supply Inc.  
Atlanta, Georgia



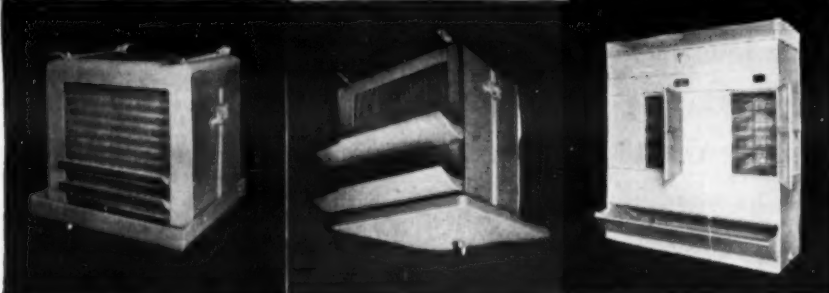
W. E. SULLIVAN  
Bosarge Company  
Atlanta, Georgia



W. HOWARD WILLIAMS  
R&H Supply Company  
Montgomery, Alabama



H. S. BAKER  
Savannah Refrigeration Supply Inc.  
Savannah, Georgia



## CONSULT YOUR McQUAY WHOLESALE FOR EVERY REFRIGERATION NEED

McQuay is proud of its complete line of *proved and preferred* refrigeration equipment and of the men who represent the company to you. There is a McQuay wholesaler in your territory, qualified by long experience and backed by the entire McQuay sales and engineering organization, who can give you the right answer to your specific problem—whether it's selling help, technical advice or quick action you want. Consult your McQuay wholesaler or write McQuay, Inc., 1607 Broadway N. E., Minneapolis 13, Minn.

**McQuay INC.**



MANUFACTURERS OF HEAT TRANSFER EQUIPMENT SINCE 1923

## IDEAL Speed-Freeze PRODUCTS

BEVERAGE COOLERS AND  
INSTANTANEOUS DRAFT  
BEER COOLERS.  
(With Refrigerated Faucets)

WRITE

IDEAL COOLER CORPORATION  
2953 EASTON AVE. • ST. LOUIS 8, MO.



## Barkow

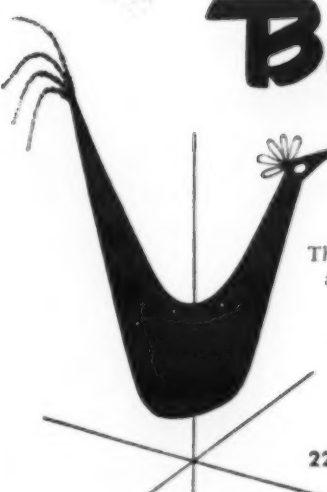
weatherwise air conditioners

NOW... every homeowner's dream come true.

Featuring "Simplematic" control, the "Weatherwise" offers ideal indoor climate. The "Weatherwise" by BARKOW, engineered by a pioneer in the refrigeration field, offers packaged 2 and 3 ton Air Conditioning units for the home.

Send for details of the BARKOW "WEATHERWISE" Air Conditioning units, that mean more profitable sales for you.

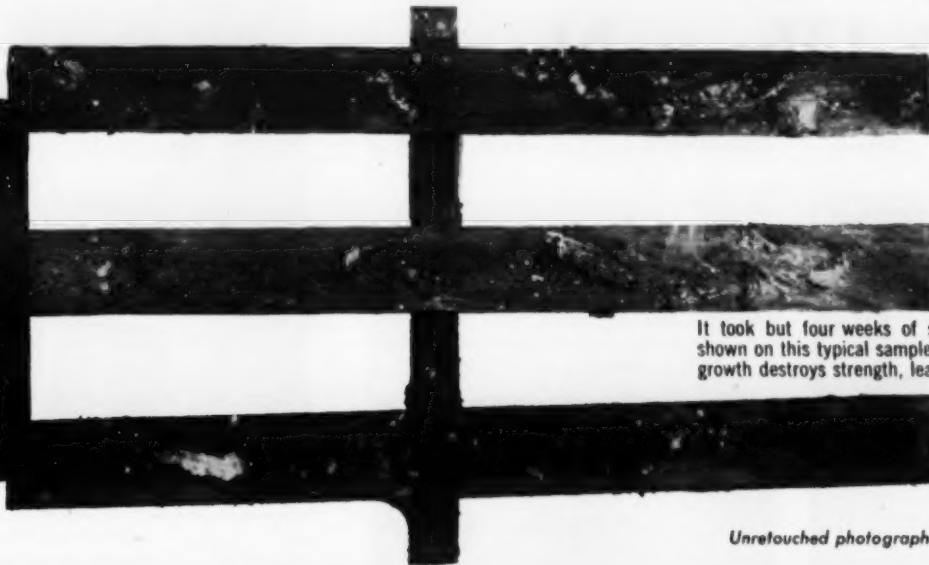
refrigeration division  
**Aug. G. Barkow mfg. co., inc.**  
2230 south 43rd street, milwaukee 15, wisconsin







FUNGUS-  
RIDDEN  
ROTTED  
DECKING

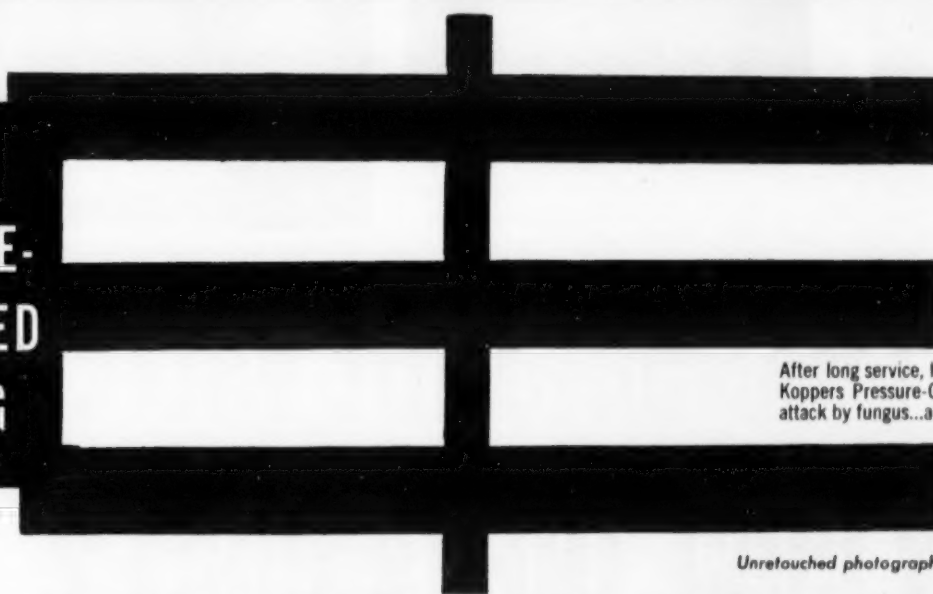


It took but four weeks of service to build the fungus growth shown on this typical sample of untreated wood decking. Fungus growth destroys strength, leads to rotting of wood and short life.

Unretouched photograph

LOOK WHAT'S HAPPENING IN  
YOUR COOLING TOWER

CLEAN  
PRESSURE-  
CREOSOTED  
DECKING



After long service, Halstead & Mitchell wetted deck surface, Koppers Pressure-Creosoted, remains free from rotting by attack by fungus...and is so guaranteed for a 20-year period!

Unretouched photograph

## HERE'S WHY KOPPERS PRESSURE-CREOSOTING ON HALSTEAD & MITCHELL COOLING TOWERS IS VITAL FOR LONG LIFE

### WHY WOOD FOR THE WETTED DECK SURFACE?

Rough-cut wood simply "wets" more effectively than any other suitable material. The wetter the evaporating deck, the more efficient and economical the action of the cooling tower. Therefore, all Halstead & Mitchell Cooling Tower wetted decks are made of rough-cut wood.

### WHY CREOSOTE THE WOOD?

Constantly wetted wood is subject to immediate attack by fungus and marine parasites, leading to quick rotting if unprotected. Creosote is the most permanent and positive preservative used to treat timber, tested by over 100 years of use. Creosote contains 162 elements toxic to fungus growth and parasites... protection which no other substance can match. Therefore, all wood used in Halstead & Mitchell Cooling Towers is creosoted.

### WHY KOPPERS PRESSURE TREATMENT?

Wood preservatives must penetrate deeply to be effective; a surface coating can be worn or broken through and the wood is then under immediate attack. Koppers Pressure-Creosoting gives the deepest possible penetration and longest possible life. Therefore, Halstead & Mitchell wetted decks are Koppers Pressure-Creosoted.

### ON WHAT BASIS DOES HALSTEAD & MITCHELL MAKE ITS "20-YEAR GUARANTEE"?

Creosote is highly insoluble in water. The exceedingly long life of marine piling, pressure-treated with creosote, offers ample evidence of the protection afforded. The wetted deck surface of every Halstead & Mitchell Cooling Tower is guaranteed for twenty years against rotting by fungi growth.

ONLY  
HALSTEAD &  
MITCHELL  
OFFERS THE

# 20-Year Guarantee!

ON THE WETTED DECK SURFACE

### NO EXTRA COST—CHECK PRICES TODAY

The extras in Halstead & Mitchell Cooling Towers are extras in service and life... not in price. Price-wise H & M Residential Cooling Towers have thrown open huge segments of the home and small building market to air-conditioning. Halstead &

Mitchell Industrial Cooling Towers are known nationally for initial and operating economies. And all Halstead & Mitchell Cooling Towers offer the exclusive 20-Year Guarantee against rotting by fungus attack.

### FAMOUS HALSTEAD & MITCHELL QUALITY

The protection against rotting by fungus attack is only part of Halstead & Mitchell's quality story. When you buy, check... electrically welded sheet-steel cabinets with individual coatings of Vinsynite, Vinyl Zinc and chlorinated rubber, to add important years of life and eliminate electrolytic or galvanic action...

stainless steel fans and shafts... weather shielding against ice and rain for outdoor operation... gravity-type distributing pans which eliminate windage losses since atomizing by spray nozzle is unnecessary... Everdur Bolts throughout for ease of disassembly after years of service.

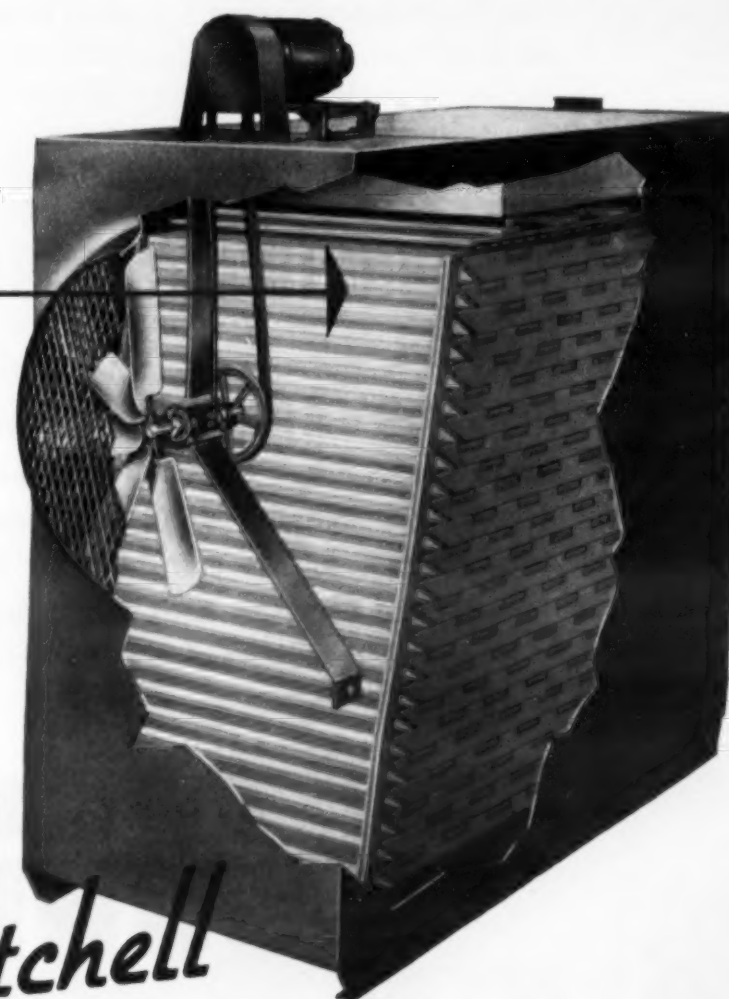
### 2 thru 100 Tons

Write for descriptive bulletins from Halstead & Mitchell, one of the world's largest manufacturers of water-cooled Cleanable Condensers.

AT LEADING WHOLESALERS EVERYWHERE

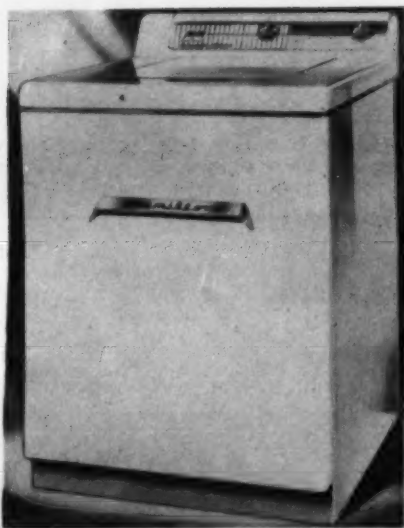
OFFICES: BESSEMER BUILDING • PITTSBURGH 22, PA.

**HM**  
*Halstead & Mitchell*





## What Was New At the Marts



ABOVE: COMPANION piece to Hamilton Mfg. Co.'s restyled dryer is this "Selecto-Cycle" automatic washer introduced for the first time to celebrate Hamilton's fifteenth anniversary. Simple operation of a single control button begins a completely automatic washing cycle. Priced to sell at \$299.50.

Additional pictures of products displayed at the Summer Marts in Chicago can be found on page 18 of this issue.

BELOW: ONE OF THREE wringer-type washers also introduced by Hamilton has a large 9-lb. tub for big family washings with fewer loadings. Has an extra large drainboard and feed board and is completely covered with a porcelain enamel skirt.



AIMING at "out-of-the-way" places in apartments, etc., Ryan Industries is planning a 4½-cu. ft. upright freezer which has one removable and two refrigerated shelves. C. T. Stafford, general sales manager, reminds J. J. Wolf, representative. Stand shown is primarily for display. In background is first model of a "twin" combining normal temperature above and freezer space below behind single door.



LEFT: REVCO has rounded out its freezer line with the introduction of a 16.8-cu. ft. upright freezer which carries a suggested list price of \$549.95. Among features of the UF-173 are two pull-out baskets, here demonstrated by Diana Davis, automatic signal system, two refrigerated shelves plus two open wire shelves.



MORE CAPACITY in less space is the keynote of Victor's new VQ-25 two-lid chest-type freezer which will be made available to the trade in the near future. J. K. Noel, Jr., tells William Goldy, San Diego distributor. This 25-cu. ft. model occupies less floor space than the company's 21-cu. ft. freezer. Latter model, however, will continue in line.



RIGHT: EXPANDED metal shelves in Coolerator's new UFB-125 upright freezer (12.72 cu. ft.) combine contact freezing (on four of them) with "scientific frigid air circulation for fast-freezing." Fifth shelf, as Jean McKahan, shows, slides out.

# DOES CHANGING THE VALVE REALLY CURE THE TROUBLE?

As you know, changing an expansion valve may remedy a lot of trouble in a refrigeration system. But does it really cure it?

The fellows at the factory will tell you that a large percentage of returned valves are OK. This indicates that most troubles occurring at the valve may be caused by the stuff passing through it. It's possible that a poor oil in the system is sludging or "waxing" and clogging the valve, or that excessive moisture is freezing out in it. By changing a valve, you often remedy the trouble, the system starts up and you get refrigeration. But the cause still remains and sooner or later the trouble returns. Be sure that poor oil is not causing the trouble—change to Suniso—the best in refrigeration oils.

## Sold by Leading Wholesalers Everywhere

**SUNISO ADVANTAGES** • provides adequate lubrication at all temperatures encountered in service • possesses a high degree of stability • won't throw out wax deposits under low temperatures • has extremely low moisture content • resists formation of corrosive acids and carbon under service conditions • separates readily from refrigerant—won't react adversely

# SUNISO

## REFRIGERATION OIL

A PRODUCT OF SUN OIL COMPANY



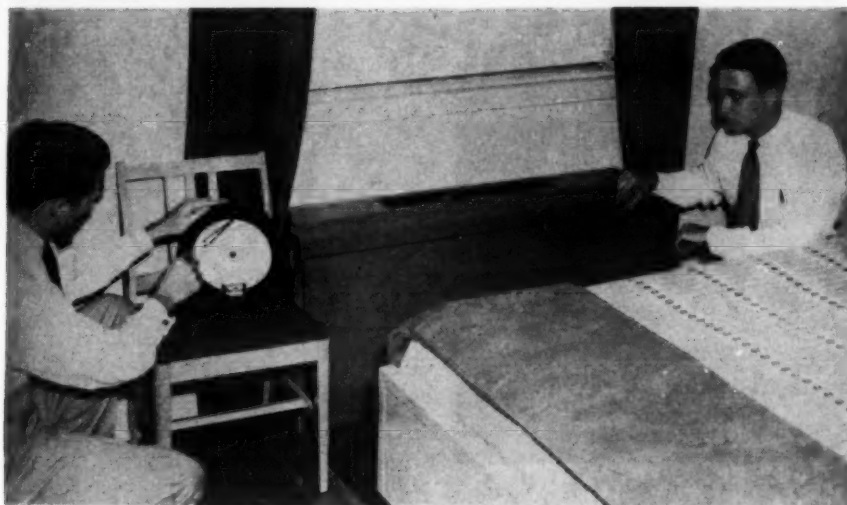
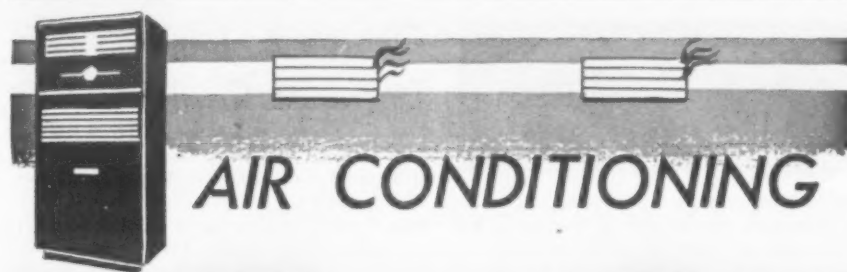
THIS SHEER nylon dress and child's cotton print may be dried in the same load of the new "triple-safe" Kelvinator automatic dryer. Safety features include a constant drying temperature that needs no adjustment, smooth porcelain drying cylinder, and safety door to protect operator.

MATCHED PIECES OF HOME LAUNDRY equipment were featured by Norge at the Summer Market. Here the new model AE 620 electric clothes dryer is matched up with the AW-450 "Time-Line" washer. Barbara Bloom removes nylon curtains from the dryer, to give proof to the slogan that the Norge dryer "will safely dry anything that can be washed."



Get it!  
**HARRY ALTER'S**  
SPRING and SUMMER... No. 158  
**DEPENDABOOK**  
Illustrates, Describes, Prices Over 9,000 REFRIGERATION, Television, Radio, Heating, Electric Motor, Air Conditioning PARTS and Supplies  
Yes, get it and save money!  
Write Now to  
**The HARRY ALTER CO. Inc.**  
1728 South Michigan Avenue, Chicago 16, Illinois  
134 Lafayette Street, New York 13, New York  
HARRY ALTER gives you snappy service!





INDIVIDUAL CONTROL of year-round temperature in every room will attract guests to the new Mid-South motel, east of Jackson, Miss. Bruns Meyers and Raymond Craig, of the Davis Plumbing Co. which installed the system, are shown checking a UsAirco Modu-aire room unit air conditioner which is supplied with chilled and hot water through a piping system from a central plant containing a Servel chiller and heater.

## New Mississippi Motor Court Installs Year-Round System for All 24 Rooms

JACKSON, Miss.—New evidence of the growing recognition of air conditioning as an essential ingredient of a successful motel is provided by one of Mississippi's outstanding new motor courts.

The Mid-South Motel, recently completed by Samuel E. Lackey on Highway 80, east of Jackson, features a room unit air conditioning system utilizing United States Air Conditioning Corp. "Modu-aire" equipment and a Servel central chilled and hot water plant. The system was installed by the Davis Plumbing Co.

Each of the motel's 24 rooms is equipped with one of the "UsAirco" Modu-aire units, the design of which blends into the over-all decorative scheme. This equipment affords the guests a choice of room temperature. Automatic controls maintain this temperature range regardless of changes in outside weather conditions.

All air introduced by the system is fresh, filtered, and dehumidified, and

is brought in from the outside through wall boxes.

The room units are supplied with chilled or hot water through a simple piping system from a central equipment room, where a Servel chiller and heater operate on natural gas.

Among the other features of the new motel are complete soundproofing of all rooms, a telephone in each room, room service, and striking modern furniture with decoration in pastel shades.

## 2 'Dari-Freeze' Stores Get Air Conditioning

BROOKLYN — Employees of the Carvel "Dari-Freeze" stores in Bellmore and Copiague, Long Island, now dispense soft ice cream in air conditioned comfort. Hallam Engineering & Construction Corp., Frick distributor, has installed 5-hp. unit air conditioners in the two stations.

## Nation's Women Shoppers Want Air Conditioning In 'Store of Tomorrow'

NEW YORK CITY—Air conditioning is one of the features most wanted by women shoppers in their "store of tomorrow," a recent survey of newspaper women's page editors revealed.

According to the Store Modernization Institute, 36% of the editors questioned said air conditioning was the improvement women desired most in retail stores.

Other "wants" disclosed by the nationwide survey were more help for working women who shop at night or during lunch hours, rearranged departments, and more informative displays.

Seventy-six per cent of the editors said stores should make shopping easier for the working woman. Of these, 52% suggested that store provide more sales clerks and faster service during the lunch hour. Longer store hours, with night shopping preferred, were recommended by 31%.

## To Air Condition Additional Pinellas County Facilities

CLEARWATER, Fla. — Pinellas County commissioners recently advertised for bids for the air conditioning of the Circuit Court room and judges chambers.

Now underway is another project to air condition completely the court house annex.

Already air conditioned are the cells in the county jail where mentally ill persons are held.

## Wanted 'Complete Coverage'

## Engineers Figured 50 Tons, Store Owner Buys 70 Tons — And It's All Under Cover

MACON, Ga. — Eight Bakeraire package air conditioners totaling 70 tons have been installed in Dannenberg's department store here by Brown & Sons Electric Co.

"I expect this installation to be one of the most outstanding packaged unit installations in the country," comments Bonnie Embry, Bakeraire Corp.'s Atlanta district manager.

"This is due to a couple of reasons, the first being that Mr. Dannenberg, an elderly and wise businessman, was willing to buy about 25% over required capacity. All competitive engineers figured from 43 to 50 tons. Dannenberg said, 'I'll buy 70 tons,' and that is what he bought."

"The second reason is that the six 10-ton units and two 5-ton units were equipped with front and side air discharge grilles. The units are furred into the shelving along the walls and elevated about 3 ft. from the floor, allowing the discharge grilles to be above the top shelf."

"This arrangement," Embry explains, "allowed a free, unobstructed blow to the front and sides. The units were so located that the complete floor space was covered with conditioned air."

In addition to the eight packaged units, a 70-ton Baker forced draft cooling tower was installed in the basement with ducts to exhaust the hot discharge air outside.

All water piping and electrical

conduit was run on the ceiling of the basement to unit locations on the first floor, thus concealing all piping.

"The carpenters did an excellent job of furring in," Embry adds.

## Houseman Heads Mfg. at G-E Heating-Cooling Plant

BLOOMFIELD, N. J.—K. F. Houseman has been appointed manager of manufacturing of General Electric Co.'s new home heating and cooling plant in Trenton, N. J., according to S. J. Levine, general manager of the G-E Home Heating and Cooling Dept.

The department, with headquarters in Bloomfield, N. J., recently took over a 300,000-sq. ft. plant in Trenton in a move to expand production facilities and meet increasing demand for home air conditioning.

Prior to his new appointment, Houseman was manager of plant and division services at the company's jet engine plant in Evendale, Ohio.

## 555 Takes on Payne Line

NORTH LITTLE ROCK, Ark.—555, Inc. here has been appointed wholesale distributor in Arkansas for the Payne line of warm air heating equipment. It was announced here.

J. B. Spragins has been appointed manager of this department.



maximum quality & performance

# V.S. AND C.S. PULLEYS

These new LAUSTEEL Variable and Constant Speed Pulleys are being used in thousands of installations with lasting, uniformly good results. They are built to unvarying standards for maximum efficiency and length of service.




### Variable Speed LAUSTEEL Pulleys

Available with 3 standard bores, allowing speed variations up to 30%, assuring noiseless, efficient operation.

Write for Catalog Page 707-13

pulley size	A outside dia.	pitch dia.		B std. bore	C	D	E		material
		min.	max.				min.	max.	

\* $\frac{3}{8}$  &  $\frac{1}{2}$  bores have std. keyway. Variable speed pulley has  $\frac{3}{8}$  - 18 hollow hd. set screw.



### Constant Speed LAUSTEEL Pulleys

LAUSTEEL Constant Speed Pulleys are suitable for both "A" and "O" section belts—available in diameters of 6" to 10" inclusive.

Pulley Size	A Outside Dia.	Pitch Dia.	B Std. Bore No. Keyway
6"	6 $\frac{1}{16}$	5.8	$\frac{3}{8}$ & 1
7"	7 $\frac{1}{16}$	6.8	$\frac{3}{8}$ & 1
8"	8 $\frac{1}{16}$	7.8	$\frac{3}{8}$ & 1
9"	9 $\frac{1}{16}$	8.8	$\frac{3}{8}$ & 1
10"	10 $\frac{1}{16}$	9.8	$\frac{3}{8}$ & 1
11"	11	10.65	1 & 1 $\frac{1}{16}$
12"	12	11.65	1 & 1 $\frac{1}{16}$
14"	14	13.65	1 & 1 $\frac{1}{16}$

Pulleys have  $\frac{3}{8}$  - 18 sq. hd. set screw

The LAU Blower Company, 2202 Home Ave., Dayton 7, Ohio  
World's largest manufacturer of furnace blowers



be kind to the motor!

# ALCO

## SUCTION PRESSURE REGULATORS

### TYPES 771-772

## KEEP IT COOL









They reduce the suction pressure in the compressor and keep it at a safe level. ALCO 771, installed in the suction line, prevents burn-outs and adds years to the life of any motor (electric or gasoline) where overload may be caused by:

- high starting loads
- surges in suction pressure due to load change
- high suction pressure caused by hot gas defrost
- low voltage and high pressures

We have prepared for you Bulletin 166 with detailed information and will be glad to send it to you...FREE.

SEE YOUR ALCO WHOLESALER



# ALCO VALVE CO.

853 KINGSLAND AVE. • ST. LOUIS 5, MO.

Designers and Manufacturers of: Thermostatic Expansion Valves; Evaporator Pressure Regulators; Solenoid Valves; Float Valves; Float Switches.



## INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

buddied with them, and appraised their instincts. Quickly he learned how to communicate with them. Thus he could translate his mental brilliance and personal perceptiveness into pay-off advertisements.

Al told buyers what they wanted to know—in words they were proud to repeat, and which were easy to remember. At the same time Al short-circuited the stereotyped Boss—who couldn't write himself into the hearts of customers if his life depended on it. Seldom did he lose an argument with superiors. Reason: Al knew the customers personally.

Compromise with naively youthful idealism was necessary, of course, before he arrived at his pinnacle of independence. Nevertheless, practical Al kept his management friends—and maintained his superb relations with clients—through sheer ingenuity, overpowering knowledge of their business, and a good-guy willingness to accept *faits accomplis*.

"His psychological artifices comprised the real heat and heart of the advertising business when it was at its best," O'Meara footnoted. And he is right.

Creative talent which circumvents mechanical formulae often intrigues "the people"—potential customers who read advertisements and buy therefrom. Charlie Skoog, brilliant

prosemaster for Hicks and Griest confirms:

"There's an awful lack of great copywriters these days. The ad business is cluttered up with a lot of impersonal, unwieldy graphs and surveys. This science-fiction takes the fun out of the game—and more important, takes the sell out of the ad."

A profitable advertisement melds emotions. Thousands of readers believe one intuitively understanding writer.

Essentially, communication through advertising is a kinship feeling with everybody. Advertising's ultimate effects cannot be measured mathematically. Nevertheless, too many advertising executives have become "research happy" recently. A new breed of advertising professionals apparently has forgotten Fundamental No. 1, to wit: Copywriters who penetrate the hearts of customers are the soul of the business. Fundamental No. 2: Brilliant copywriters can't be hogtied by "research." They're intuitive.

"Emphasis on good copy is vanishing in the complex maze of so-called scientific advertising technology," O'Meara charges.

Let's take this thesis one step farther. Although high-domed Research Vice Presidents may try to paint it as such, advertising isn't a science. It is an art. Period.

### Give the Boss What He Wants?

In their feverish groping for positives, misled executives have fallen in love with hypothetical formulae, charts, and statistics. Result: They're selling management, but losing buyers.

Bosses, unfortunately, dote on "Figgers and Facks." Prior to becoming Board Chairmen they were mechanics, legal-eagles, or financiers. The nuances of advertising are beyond their ken. Accustomed to dealing with accounted balance-sheets, charts, legal tomes, and slide-rule calculations, they're puzzled by the vagaries of human nature which selling involves. (Customers, of course, are ridiculously human).

Blindfoldedly and almost desperately The Brass gropes for something, anything, in an advertising program that can be measured. Mountebanks in the profession try to give 'em what they want. Inevitably the bosses are short-changed.

There are three basic methods of selling-in-print: promise, repetition, and romance. Imagination, qualified by experience, is the prime ingredient of all three. Believe it or not, the imaginative ingredient—which stimulates buying—has been neglected lately by advertisers.

Nowadays incipient geniuses find little legroom in the advertising business. Their creative fires are squelched and quenched by the "scientific" (?) gang. Hence they are peddling their talents elsewhere—to Broadway, television, Hollywood, and other fertilized pastures. Dangerously, as a result, the advertising profession is running out of creative talent.

### Sublimation: Key to Sales

This potent and portentous subject has been bothering us for quite awhile. So, leave us put in another two-bits-worth of cracker barrel philosophy.

Stimulating advertisements cater to eternal human hungers for food, possessions, sex satisfaction, friendship, and the Need to Be Noticed. Advertising techniques which succeed are entwined with these basic urges.

Trappist monk Thomas Merton has illuminated a facet of human nature which all salesmen and advertisers should ponder.

"I have what you have not. I am what you are not. Therefore, you suffer and I am happy; you die and I live. Thus I spend my life hating the accidental distance between you and me. However, if you are dead, or have bad luck, I admire you."

Whatever we may call this yearning to Get Ahead, and however dimly we may view its psychological implications, all of us unsaintly people do want more than we have now. At the same time, we long for simple, personal happiness which doesn't involve competition. Invariably the fulfillment of those poles-apart desires eludes us.

Kinda complicated, hey? Our desires fight amongst themselves, and sometimes are mutually exclusive. No wonder advertising practitioners acquire ulcers.

### The Personal Element Needed for Selling

Personal frustrations can't be converted into sales by surveys and impersonal logic. However, inspired advertising "copy" does arouse emotions, and helps wanters "justify" buying. Advertising genius—if encouraged again—will be the key to the Great Problem of Our Age.

What is that problem? SELLING manufactured products to people who have unfulfilled yens and yearnings. Personable salesmen, allied with brilliant advertising copywriters, can switch suppressed emotional hungers into material desires which can be satisfied.

Inspiration and imagination comprise the gilt-edge bonifaces which will build sales volume in the hotly competitive days ahead.



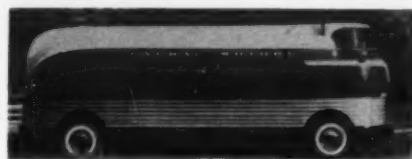
**E-Z-SEE**  
LIQUID  
INDICATOR

NEW FLO INDICATOR FLAP SHOWS ALL FLOW CHANGES

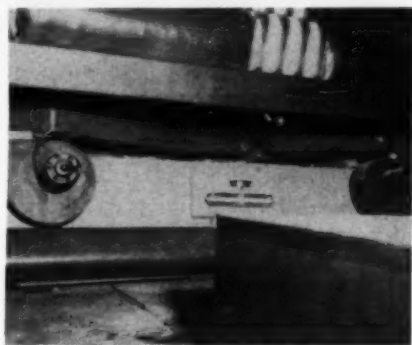
Analyze flow, function of expansion valve, by means of E-Z-SEE sensitive flap, instantly responsive to variations in flow. Positively leak-proof — hundreds of thousands in use.

Available at Wholesalers everywhere

**REMCO**  
INCORPORATED  
ZELIENOPLE, PA.



AIR CONDITIONED FUTURLINERS, like the one pictured here, house the scientific exhibits of the General Motors Parade of Progress show which has started its nationwide tour. Cab is equipped with a Frigidaire air conditioning system which allows the driver to control the temperature and amount of cool air entering the cab.



REFRIGERATING COIL AND blower assembly are located under the seat. Ducts from the blowers carry the air out into the cab by means of air delivery grilles.

### G.M. Air Conditions 'Futurliner' Cabs For National Tour

DAYTON—The twelve big 33-ft. long red and white Futurliners housing the major exhibits of the General Motors Parade of Progress, a mobile show of modern engineering, research and science now touring the country, feature Frigidaire air conditioned cabs.

This adds to the comfort of the drivers of these mobile exhibits, and lessens driver fatigue while en route between cities, it is reported. Windows of the cab are kept closed, thereby keeping out wind, dirt, and traffic noise, allowing the driver to give his full attention to handling the Futurliner.

The major part of the unit, consisting of the refrigerating coil and blower fans, is located beneath the twin seats behind the driver's seat. Concealed ducts deliver cooled air to the perforated air delivery section in the front and side edges of the ceiling.

This provides even cooling throughout the cab. The compressor and refrigerant condenser are located in the motor compartment. Simple controls are located on the dash, allowing the driver to control the temperature and the amount of cool air supplied to the cab. This Frigidaire system is similar to the one introduced earlier this year as accessory equipment on some 1953 General Motors cars.

Actually, the cabs of these Futurliners can be compared in size and compactness to the cabs of big commercial trucks. The combination of engine heat, fuel fumes, and outside temperatures make the driver's job an exhausting one.

### George L. Johnston To Distribute Crosley

CINCINNATI — The George L. Johnston Co. of Detroit has assumed the exclusive distribution of the full line of appliances and electronics of Crosley Div., Avco Mfg. Corp., for the Detroit area, it was announced recently by W. A. Bles, Avco vice president in charge of Crosley sales.

Headed by George L. Johnston, president, a veteran in the refrigeration, appliance and electronics field in Detroit, the new distributorship will be operated from a recently-constructed building at 1420 Holden Ave., Detroit.

Officers of the company are George L. Johnston, president; B. M. Johnston, vice president; R. C. Smith, secretary and treasurer.

A dealer meeting of the new distributorship was held on June 25 at the Fort Shelby hotel, Detroit.

The Johnston company's headquarters contain 18,000 sq. ft., 2,500 of which will be used for display purposes, the remainder for service activities. In addition, a 26,000-sq. ft. warehouse at 101 Leib St., with a railroad siding and complete facilities for truck loading, will be utilized.

The company has been handling the complete servicing of major appliances and electronics for a number of years, including Crosley products for the past four years. Service manager is M. J. Watson.

Johnston has been in the appliance field since 1937 with the formation of Johnston Refrigerator Construction Co. at 6219 Lincoln Ave., for the servicing and installation of both commercial and domestic refrigeration. Later, this became Johnston Refrigerator Sales Co., a distributorship for appliances and electronics.

Service activities of the Johnston organization for all manufacturers will continue, but the full-line distribution will be exclusively Crosley.

### Klintworth Heads Gibson Air Conditioning Sales; Grewe, Boehmer Named

GREENVILLE, Mich. — Appointments of new sales executives for Gibson Refrigerator Co. as part of the company's expanded selling program have been announced by Frank Sacha, manager of Gibson sales.

J. F. Klintworth, divisional sales manager at Atlanta, has been appointed sales manager in charge of Gibson's air conditioning operation.

Named to divisional sales manager posts were A. J. Grewe, Chicago, and N. R. Boehmer, Atlanta.

Prior to World War II, Klintworth was a special representative for Gibson sales and service departments. After the war, Klintworth was assistant to the Gibson sales manager in Greenville.

In the new setup, Grewe manages a territory consisting of Illinois, Iowa, Minnesota, and Wisconsin, and will headquarter in Chicago.

Grewe started his appliance sales career in 1933 with Union Electric Co. of Missouri at St. Louis.



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The finest concealed  
Air Conditioner!

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**SPOTAIRE**  
REMOTE AIR CONDITIONER

*Quiet beyond belief!*

The Spotaire HRC Series individual room unit air conditioner that heats and cools is engineered for concealed installation and designed to function efficiently without noise...so quiet that it's beyond belief. Just check all the advantages offered by the Spotaire Air Conditioner.

The Spotaire VRC Series (also illustrated) surpasses all other floor mounted individual room air conditioners in appearance and quietness of operation.

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- Individual room control for convenience, comfort and economy.
- Lower operating and installation costs over other systems. Also eliminates costly ductwork.
- For residential or commercial applications.
- No floor space required.

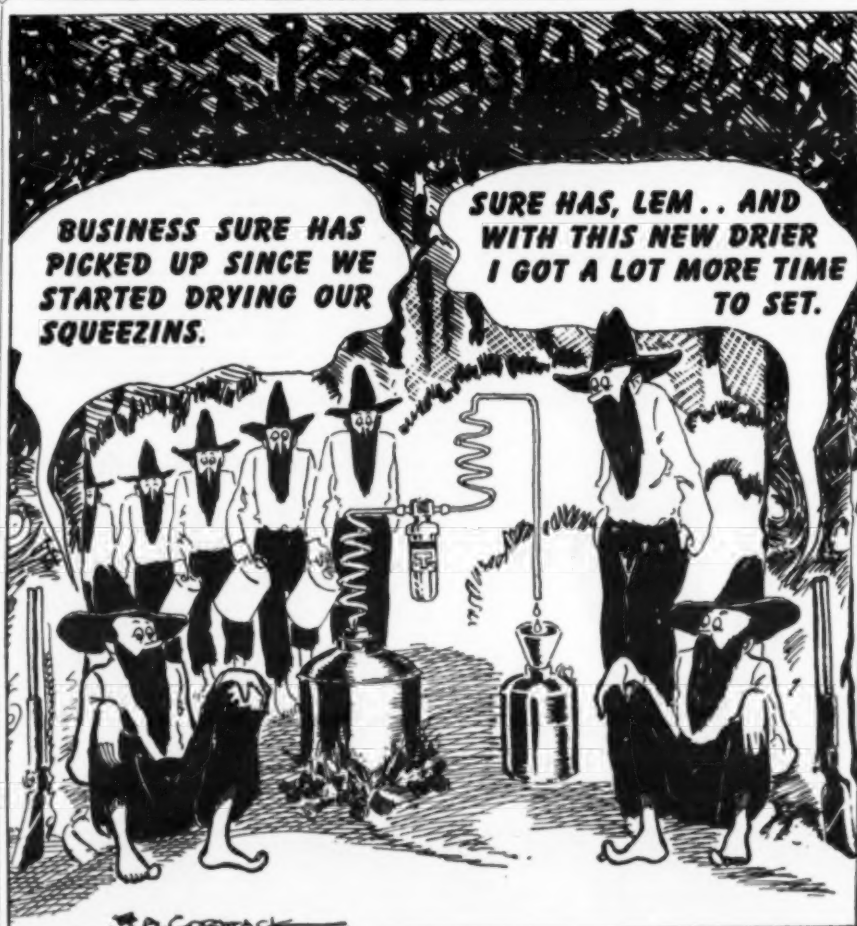
Long established in commercial refrigeration and air conditioning, Drayer-Hanson offers a complete line of air conditioning and commercial refrigeration products.

Write for details and catalog.

Limited number of territories available for qualified manufacturer's representatives

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PICKED UP SINCE WE  
STARTED DRYING OUR  
SQUEEZINS.**

**SURE HAS, LEM... AND  
WITH THIS NEW DRIER  
I GOT A LOT MORE TIME  
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**E-Z-SEE**  
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Analyze flow, function of expansion valve, by means of E-Z-SEE sensitive flap, instantly responsive to variations in flow. Positively leak-proof — hundreds of thousands in use.

Available at Wholesalers everywhere

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## 'Interested Parties' Express Their Views

## Architect, Decorator, Builder, Health Officer Tell How To Meet Challenge of Home Air Conditioning

BETHLEHEM, Pa. — Enthusiastic support for residential air conditioning highlighted a panel discussion featuring an architect, interior decorator, builder, and a public health official which was held here recently by Lehigh university as part of its two-day technical conference on year-round residential systems.

It was generally agreed that air conditioning gives more freedom in designing homes, keeps the home cleaner, probably improves health, and helps sell houses.

On the panel were H. R. Sleeper, a well-known New York City architect; his wife, Catherine Sleeper, an interior decorator; C. O. Christenson, associate director of the Research Institute operated by the National Association of Home Builders, and R. C. McCaldin, of the U. S. Public Health Service.

Lively discussion from the floor augmented the comments of the panel.

"Architects have been designing homes for climate ever since the Eskimo built the first igloo," Sleeper told the group. "Now with air conditioning the architect has to change his thinking."

## Allows More Flexible Design

"The architect has always looked at the house from the outside, but once you accept air conditioning, and once you make it work, we have a central core possibility. With the mechanical unit in the center of the house you can get much more flexibility in design."

"In air conditioning we don't need the two exposures that the architect has always sought for cross ventilation. Corners, you know, are expensive, but the central core idea is cheap."

"The air conditioned house offers several possibilities. It can be all glass, for example. That would be expensive, but you could have it and be comfortable too. Or you can go to the other extreme and have a house with mostly walls and few or no windows."

Some plans for air conditioned homes submitted in a recent contest (sponsored by Carrier Corp.) had homes partially or completely below grade, according to Sleeper, who commented that air conditioning would keep such homes dry.

"Architects are taking air conditioning very seriously," he emphasized. "With air conditioning, the east and west walls could be solid. This would permit houses to be built closer together and thus gain more useable space from the depth of the lot. Air conditioning may even bring back the row house."

"I think the architect will meet the challenge of air conditioning, and I hope you engineers won't let us down," Sleeper declared.

## Cleanliness Is Boon to Housewife

The housewife should find air conditioning a great boon, according to Mrs. Sleeper, an interior decorator.

"Air conditioning saves the housewife time, energy, and worry," she declared. "With air conditioning, all the air is filtered. Air-borne dirt damages or soils walls and fabrics, but air filtering cuts down cleaning and redecorating costs."

"Our own bedroom is air conditioned, for example, and it keeps clean twice as long as our living room, which isn't air conditioned."

"With air conditioning, also, the

windows remain closed, which keeps out street noise. And at night one can pull the shades to keep out light; thus, you can sleep better with air conditioning—and longer, if you wish."

"One mechanic who was working on our air conditioner told me of a Park Avenue couple with an air conditioner in their bedroom. During the summer, he said, these rather wealthy people spend most of their time in the bedroom, even eating and playing cards there," Mrs. Sleeper said.

## Builders Find Interest Spreading

Addressing the group on behalf of the home builder, Christenson predicted: "It will not be more than a few years that air conditioning will be a practical item in quite a number of homes. Interest in air conditioning on the part of the builder is not confined to the South."

In his talk Christenson endeavored to temper somewhat comments of N. A. Cole, Texas builder who earlier in the conference had made some disparaging remarks about engineers' load calculations.

"Listening to Ned Cole," Christenson said, "you could have felt that engineering analyses were very nebulous and had little bearing on reality. Yet Ned Cole has been very forward-looking. You could take with a grain of salt some of his remarks about engineering calculations being off the track."

"Seriously, there are problems in the air conditioning picture, but it would be unfortunate if you got the impression that the National Association of Home Builders had a negative approach to new developments such as air conditioning."

"Certainly, there are problems, but we want to work toward a common goal," Christenson asserted. "Answers to these important and pointed problems will result from, and be speeded up by being brought into the open and research started."

## Meets 3 Basic Health Requirements

Representing the U. S. Public Health Service, McCaldin told the group that air conditioning "certainly fills the bill" in meeting the first three of 32 basic considerations of health as involved in housing. The first three are concerned with maintenance of proper air temperature and purity.

He did raise the question, however, of whether it would be better for people in the middle and low income groups to spend the money that would be required for air conditioning to increase their living space instead.

When the meeting was opened to questions from the floor, following the brief introductory comments of the panel members, the first query was:

**What value do you set on air conditioning for the small house?**

Sleeper: "That's difficult to answer. With air conditioning, however, the architect can save on considerable items. Screens, for example, wouldn't be necessary. These and other items could amount to a considerable sum."

**Government agencies, especially the Veterans Administration, don't give builders any credit for air conditioning. Is this likely to be changed?**

Christenson: "We've had some dealings on this, mostly with FHA. Their feeling is that most prospects would pay the additional cost on an existing house with air conditioning. They have been ultra-conservative, however."

Ned Cole: "In Texas in a house costing over \$12,000, we get full credit for air conditioning. On houses under \$12,000 we get nothing. We are attempting to change this on the score that we can save some on cost with air conditioning. There is a project of homes in the \$8 to \$9,000 class that are completely air conditioned."

## What Success with Fixed Windows?

**What success have you had with fixed windows in air conditioned homes?**

Cole: "It's been a complete failure."

At this point W. G. Senft of American Radiator asked, "How many here have lived in a home equipped with central air conditioning?" When half a dozen people raised their hands, he went on:

"After you live in an air conditioned home for a week, you find so many advantages with air conditioning—it's clean, quiet, etc.—that you forget about the windows. I think it wrong to lay down so many rules when you have no experience."

Cole (amending his previous re-



mark): "My wife insisted on keeping the windows open the first summer in our air conditioned home, but hasn't since then."

**What about the lack of sunlight that can result in some air conditioned homes—will this lack have an effect on the human being?**

McCaldin: "Sunlight is beneficial, but the problem of sunlight in an air conditioned home will require research."

Here followed some discussion about the effect of various types of glass on transmission of ultra-violet rays, but no definite conclusions were brought out.

Cole: "Getting back to the question of cost, a survey in Houston discovered that owners of air conditioned homes saved more than the operating cost of air conditioning by staying home in the summer instead of going to night clubs, restaurants, etc. We found that our own teen-age children preferred to stay home nights because our house was air conditioned."

When the question of air conditioning's effect on persons suffering from allergies was brought up, the following suggestion was made:

Prof. M. K. Fahnestock (University of Illinois): "I don't think we should talk about allergies, etc. and air conditioning until we know more."

Cole: "I had been bothered with hay fever for years, but I've had no problem since we air conditioned our home. Maybe it's just a coincidence."

## What About Odor Control?

**What about the odor problem in air conditioned home?**

Cole: "We have exhaust fans to remove cooking odors. I'd like to point out that we aren't recommending sealed houses for air conditioning. This will be a slow educational process. One suggestion we've heard is that by lowering the temperature of the cooling medium, either water or refrigerant, odors have been eliminated. In one case, a larger machine was installed to drop the refrigerant temperature nearly to freezing. This greatly improved the odor condition."

J. W. Frazier (of Trion, Inc.): "Activated carbon is the only thing that actually removes odors. Combined with an electronic air cleaner, it will take out the finest dust and smoke particles."

Cole: "We have found that dirty filters are a chief cause of odors. We had a clause in the contract whereby the builder maintained a filter service for the first year. This cost about \$50 a year, but it eliminated the odor problem in nearly all cases."

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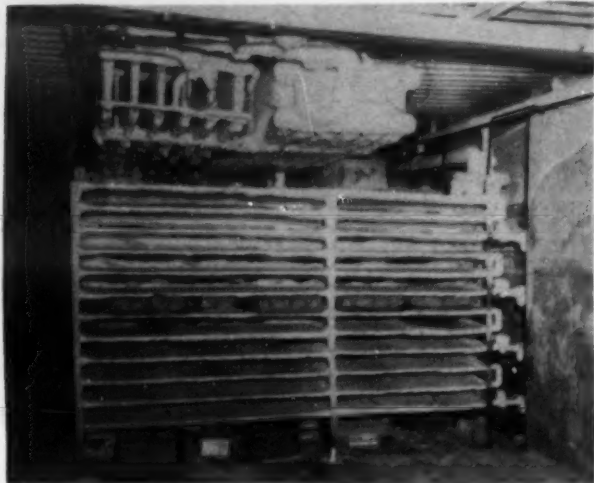
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MORE banks of shelf freezers will be installed in new freezer room without interrupting service.

### Minimum Interruption of Low-Temp. Service For Repair Operation Is Important Feature

DETROIT—Increasing acceptance of the frozen meat and other products produced and distributed to the restaurant, hotel, and market trade by Tasty Chip Steak Co. here has necessitated doubling of the company's freezing and holding facilities.

The new equipment needed for the expanded operation was installed by Maksym Refrigeration Engineers, Detroit contractor, which also revamped to a considerable extent the existing installation.

M. J. Maksym, who heads the contracting firm, came up with some interesting solutions, incidentally, to some of the problems involved in this job, not only as to design

but also method of installation.

Three 20-hp. "Freon-12" Curtis condensing units were installed on a balcony below the second floor to supply refrigeration for two freezer rooms and a holding room directly overhead. There is one machine for each room, all three systems being independent.

Beside each machine is a receiver tank on which is mounted a special bracket holding a Sporlan drier. Also on each receiver tank is a dual relief valve arrangement. Latter permits one relief valve to be replaced, if the occasion should arise, without pumping down the entire system. Turning a three-way valve brings the other

## Commercial Refrigeration

### FREEZING MEATS

**Detroit Plant Has 3 Independent Systems To Serve  
2 Freezer Rooms and Holding Area**

relief valve into the circuit while cutting off the first one. The latter can then be removed without loss of refrigerant, but the system is still protected by the other relief valve.

Three large heat exchangers are provided, one for each of the three systems. These are located at the ceiling above the condensing units.

Freezing of the Tasty Chip meat products is accomplished on Dole plate shelves. In reworking the existing installation in the original freezer room, Maksym installed shut-off valves on each side of the expansion valves used on the banks of shelf freezers.

In converting what was previously a 0° holding room into a second freezer, overhead plate coils and eight banks of freezer shelves were installed.

Purpose of the overhead Dole plates in this room is to counteract the extremely heavy service load. Employees enter the room frequently, wheeling in loads of meat to be frozen and removing the products which ready to go into the new 0° F. holding room before delivery.



FINAL assembly operations on shelf freezer bank are completed by Joseph Gusbeth (left) and M. J. Maksym. Arrow points to special suction manifold. Circles show where main suction and liquid connections are made after bank is moved into freezer room.

Temperature of the freezing shelves proper is -20° F.

The Dole shelf banks for the new freezer room are 9 ft. long by 2 ft. wide. Five banks have 13 shelves, the remaining three, 12.

In hooking these banks up, Maksym was faced with two problems. One was that of arranging for the installation with minimum or no interruption in service for the food company. The other problem was to work out a design of refrigerant feed to the shelf banks that would insure an even distribution of refrigerant to each shelf.

One answer solved both problems.

The solution was a manifold arrangement at the end of each bank of shelves that was entirely installed before the banks were moved into the new freezer room. After this was completed and the banks moved into place, all that remained to be done was to make one liquid and one suction connection for each bank.

This could be done very quickly, and not only was there no interruption in freezing capacity, but the installers didn't have to remain in the

0° room very long, points out Maksym.

Liquid feed to the shelves runs down the right side at one end of the banks, which are arranged in four circuits. Each is fed through a Sporlan expansion valve, making four valves for each bank.

Hand shut-off valves are provided directly after each expansion valve to facilitate servicing. This would permit one circuit to shut off if ever necessary without shutting off the other three circuits.

Suction lines from each of the four shelf circuits feed into a suction manifold devised by Maksym. Purpose of this is to prevent flood-back of any liquid refrigerant that gets through one circuit into another circuit.

Manifold was made from 2 1/4-in. hard copper pipe about 15 in. long and capped at each end. Welded in this are five vertical lengths of hard copper tubing. Four of these are 5/8-in. tubes for the suction lines from the four circuits of the shelf bank. The fifth, a 3/4-in. line, connects to the common suction line of the system.

(Concluded on next page)

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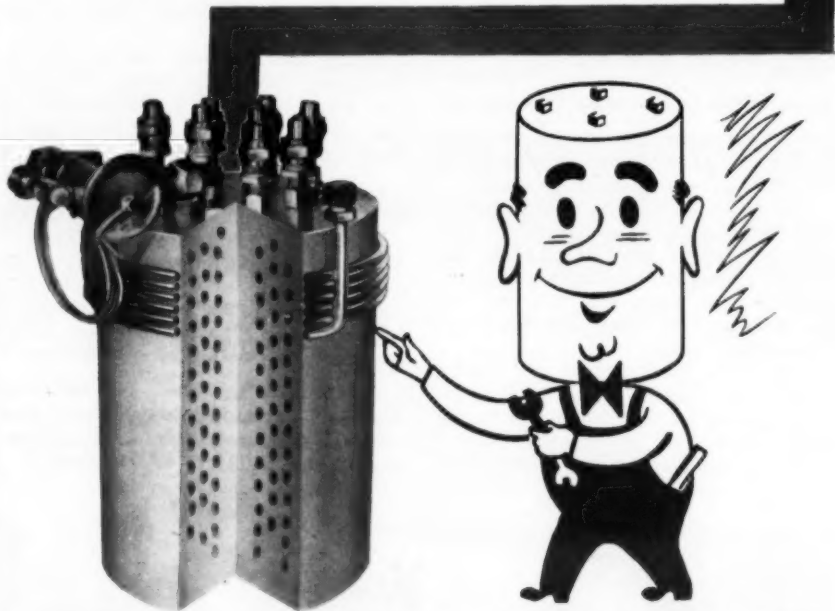
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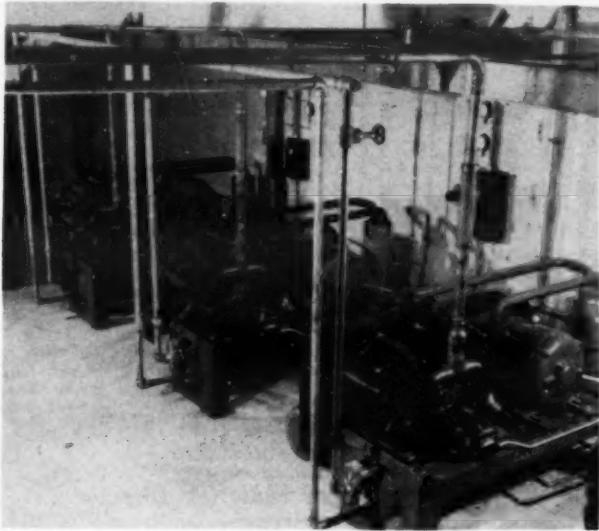


Separate copper refrigerant and stainless steel beer coils cast in a solid block of aluminum mean a compact unit of rugged strength . . . protection against freeze-up damage. High conductivity of casting permits maximum chilling at minimum cost. High hold-over capacity permits fast draw . . . easy handling of peak loads. Easily installed. No oil separator or surge tank required.

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BREWSTER - NEW YORK





THREE 20-hp. Curtis compressors supply refrigeration for freezing and holding rooms of Tasty Chip Steak Co. in Detroit.

## Frozen Meat Plant Has 3 Separate Systems

(Concluded from preceding page)

The four lengths for the separate circuits were inserted into the manifold about as far as they could go. Three enter from the bottom, while the fourth comes in the top. End of each of these tubes was cut at a 45° angle so that even if the tubes were pushed all the way in during fabrication there would be no restriction and resultant pressure drop.

A 45° angle cut was also made on the end of the fifth tube connecting to the common suction line. This tube enters from the top of the manifold.

In all cases, the angled opening of the smaller tubes faces toward the common suction tube.

Theory of the manifold is this. If any liquid should carry over from the plate shelves, it would collect in the bottom of the manifold. The highest point of the angled opening on the suction outlet of the manifold is 1 in. or slightly more below the openings of the tubes from the separate circuits.

Liquid refrigerant in the manifold can rise no higher than the opening of the suction outlet tube. When it reaches this point, it is, of course, sucked into the suction outlet and therefore cannot spill over into the higher tubes connecting to the other circuits.

One plate circuit is located higher

than the manifold, and the tube from this extends to the bottom of the manifold, entering from the top. Gravity prevents the flow of any liquid refrigerant from the manifold up into this circuit.

Hand shut-off valves are provided on both the main liquid and suction connections of each shelf bank, and the entire bank was leak tested under pressure after the valve and manifold assemblies were completed but before it was moved into the freezer.

Preparation of the eight shelf banks for installation in the new freezer was done in the new holding room before it went into operation.

The holding room is 16 by 32 ft. with an 8-ft. ceiling and is maintained at low temperature by overhead Dole plates. There are eight banks of these plates suspended from the ceiling, each bank consisting of six plates 12 ft. long by 1 ft. high.

A double purpose is served by this room. After being frozen on shelves in the freezer rooms, meat is brought here where it stays until loaded on trucks for delivery.

It's also used for pre-chilling meats before processing and freezing. As much as 2,000 lbs. or more of fresh meat are often brought into the holding room at one time for pre-chilling.

## L. Backstrom Represents McQuay In Northwest

MINNEAPOLIS — A. B. Bayer, manager of the refrigeration department of McQuay, Inc., announces the appointment of Lloyd Backstrom of Portland, Ore. as the new refrigeration products sales representative for McQuay in the Pacific north-west territory.

For the past seven years Backstrom was sales manager for Peerless Pacific Co. in Portland.



Lloyd Backstrom

## Rebel Heads New Ajax Export Office In Los Angeles

EVANSVILLE, Ind. — The Ajax Corp. of America has announced the expansion of its Export Div. through the opening of its West Coast export division office in Los Angeles.

The new Ajax outlet will handle promotion and sales of the company's line of ice makers in Central and South America and the Far East.

The new operation will be under the direction of Albert Rebel, widely-known figure in the export refrigeration field. Rebel previously directed export sales of the Super-Cold Corp.

His associate, George R. Lindahl, Jr., was for the last two years assistant economic commissioner of the United States Mutual Security Agency in Europe.

## 9 Northern N. J. Firms Named Bally Distributors

BALLY, Pa. — In line with a new sales policy, Bally Case & Cooler Co. has appointed nine factory franchised outlets in northern New Jersey to distribute its full line of refrigerated cases and coolers.

Appointment of the following firms was announced jointly by Leon Prince, Bally sales manager, and Lee Saettele, regional sales manager:

B. B. Rider & Co., Clifton; Fisher & Hughes, Morristown; Modern Refrigeration Co., Jersey City; Tempco Products, Newark; Middletown Refrigeration Co., Middletown; Progressive Refrigeration Co., Trenton; J. W. Finley & Son, Toms River; Don Martin Commercial Refrigeration Co., Atlantic City; and Cumberland Refrigeration Co., Vineland.

These appointments are part of a Bally plan to set up distributors on a system using area franchise distributors instead of a system based on one state distributor with dealer contacts, the company explained. Under the area distributor system, each distributor has a direct contact with the main plant in Bally.

This modification in policy is expected to give Bally a more thorough sales coverage in these local territories.

## Amarillo Firm Dissolved

AUSTIN, Texas — Ideal Heating and Air Conditioning Co., Amarillo, Texas, has been dissolved, it was announced by the office of the Secretary of State here.

## Baade Named Test Engineer For Tenney Test Chambers

NEWARK, N. J. — Tenney Engineering, Inc., announces the appointment of Peter K. Baade as test engineer for the Environmental Test Chamber Division. Baade is responsible for final testing of all Tenney chambers and also heads up research and development of chamber refrigeration systems.

His background includes refrigeration experience both in the United States and Germany. U. S. experience includes positions as design engineer and development engineer on specialized refrigeration and air conditioning projects.

Experience in Germany includes layout of industrial and commercial refrigeration systems, training of field service men and sales engineers, and refrigeration engineer for quick frozen foods plant.

Baade obtained his BS in Mechanical Engineering from Robert College, Istanbul, Turkey and pursued graduate work at the technical universities of Berlin and Karlsruhe, Germany.

## Gulf-York Gets Miss. Charter

JACKSON, Miss. — Mississippi charter has been granted Gulf-York, Inc., New Orleans, La., listing capital stock of \$50,000.



Peter K. Baade

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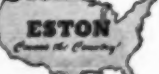


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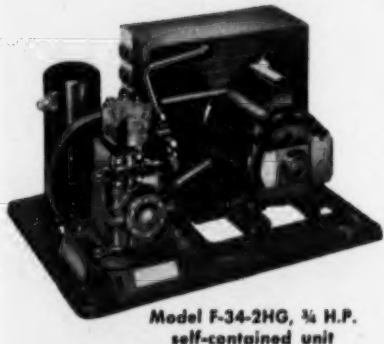


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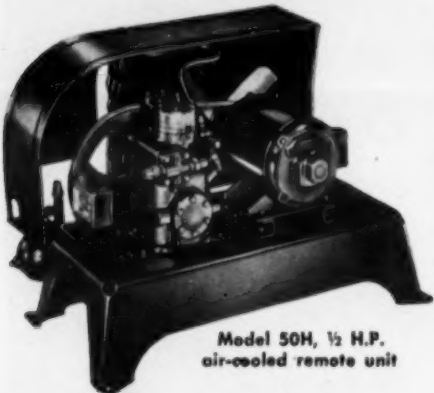
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### For All Applications up to 15 H.P.



Model F-34-2HG, 1/4 H.P.  
self-contained unit



Model 50H, 1/2 H.P.  
air-cooled remote unit

For the first time Tecumseh offers manufacturers a full line of conventional condensing units up to 15 H.P. New, improved compressors and highsides, incorporating all of the most recent engineering advancements, are now available to the industry.

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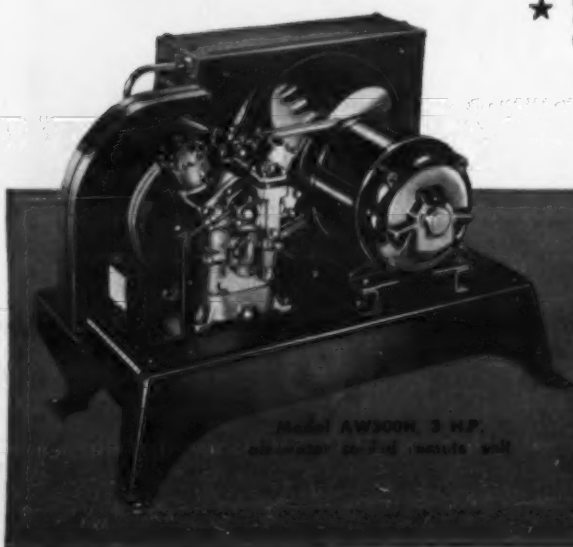
Investigate the savings you can make by standardizing on Tecumseh refrigeration equipment—the most complete line in the industry.



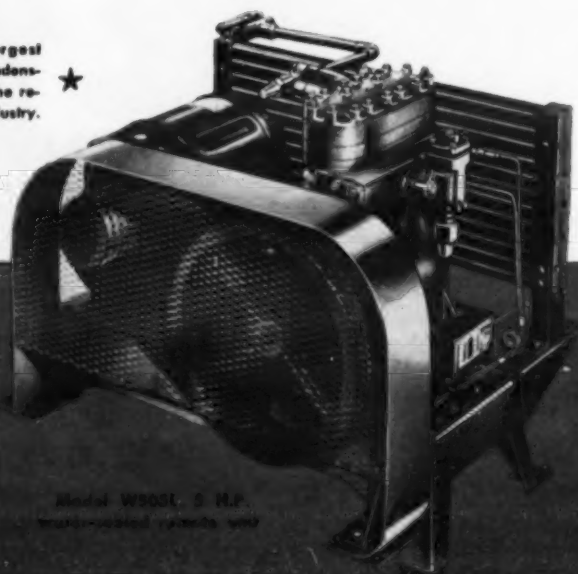
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TECUMSEH, MICH. *Company*

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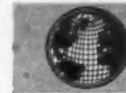
Model AW300H, 3 H.P.  
air-cooled remote unit



Model W300H, 3 H.P.  
water-cooled remote unit

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**AIR CONDITIONING AND REFRIGERATION News**

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"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

## Room Units or Complete Home Systems

WILL THE boom in year-round residential air conditioning put a damper on window unit sales? Will prospects for room conditioners decide instead to buy a larger, more expensive package to air condition the entire home?

These are questions being discussed at length today by various industry groups. The manufacturer is extremely interested. Likewise the specialty appliance dealer who is now selling most of the window units.

Will it turn out that many of the half million (and more) window air conditioners which manufacturers expect to produce this year will still be in dealers' and distributors' warehouses at the end of the summer? Will many heretofore logical prospects for room coolers buy a complete home system?

Some may; most won't. That's the opinion of market researchers.

We recognize that a cool summer could have an adverse effect on sales of conditioners this year. In a recent editorial, however, we pointed out that room units can, and have been, sold regardless of weather conditions.

If there are any window units left over this year, it probably won't be due to competition from complete home systems. Someday, maybe, but not in '53.

To be sure, residential systems are "booming." And no one could be happier than we are. In view of the many, many years we've been trying to promote the air conditioning industry. But a sober and realistic view of the facts will show that the boom in complete home systems hardly begins to compare in numbers with room units.

Here's a concrete example.

Up to this year, an estimated 400 homes had been air conditioned in the Detroit area, counting all the jobs that were installed in the last 20 years. Window unit sales in the Detroit area last year totaled some 2,500. They might very well top 4,000 this season. So, even if 400 complete systems go into Detroit homes in 1953—an amount equal to those installed during the past 20 years—they would represent only a small percentage of room unit sales.

Despite the tremendous interest in complete home packaged air conditioning systems, comparatively few actually will be produced this year. True, it will be a significant number—greatly exceeding previous production—but at best it probably won't total more than five figures. The industry and its suppliers are simply not geared to produce more.

Next year and the future years can be different. The time may well come when nearly every new home will be sold complete with air conditioning—a MILLION annually—according to some industry experts. Year-round systems will go into many existing homes, too.

This should not, however, prove any handicap to sales of room units. As of now, there are more than 40,000,000 homes in this country which do not have a window air conditioner. By far the great majority of these are logical prospects for this unit. Countless commercial prospects swell the total.

It seems obvious that window units and complete home systems will augment rather than compete, with each other.





## HOME & FARM FREEZERS



### Dinner Date!

## Taking Freezer Prospects Out for a Meal Gives Salesman Chance To Present Food Plan

By George M. Hanning

PEORIA, Ill.—“We are the only dealer I know of that uses the freezer-food plan to create floor traffic for his appliance store,” declares Warren Ogden, manager of Oberlander Electric here.

That may sound like doing things backwards, but Ogden finds that it pays off to put “reverse English” on some of the common practices used by other appliance dealers. “Psychology,” Ogden calls it.

When an Oberlander salesman gets a tip that someone is interested in the food plan (Oberlander sells the Amana freezer), but finds the prospect unwilling to give a home interview, he invites the husband and wife out to dinner.

### DINNER GUESTS MEET AT STORE

A number of such couples are invited on the same evening, Ogden explains. They meet at the store first and get a chance to look around at the appliance, air conditioning, and housewares displays while waiting for all to arrive.

When the entire group is gathered—it may range from eight to 40 persons—all go to a nearby restaurant where they are treated to a good dinner by Ogden. At the dinner, he explains the food plan that the company has to offer and the benefits to be derived from it.

After dinner, all are invited to return to the store, and look over the freezers. Of course, the store's salesmen attempt to close as many sales as possible at that time by signing up new members in the food plan.

### PROSPECTS FEEL OBLIGATED

But Ogden's psychology works also on those who decide that they do not want to subscribe to the freezer-food plan.

“It's just human nature and etiquette,” Ogden says, “for them to want to repay us for their dinner. The natural thing to do would be to return the invitation by inviting us to their house for dinner. But that is not practical, so they feel they ought to buy something from us to show their thanks.”

“While browsing around the store, they often find something that they have been meaning to buy. They will buy it then. Or they might see an appliance that they are interested in, but not ready to buy at that time. Many times they will remember us

and come back to buy when they are ready.

“People aren't always looking for the sharpest price. Friendliness, reputation, and good service still count for something. And they will be remembered after the price is forgotten.”

Ogden says that he has found the frozen food plan to be a very effective sales tool. In fact, he is concentrating his entire promotional effort on it this summer.

### FREEZER-FOOD PLAN PROMOTION BUILDS FLOOR TRAFFIC

“We've discovered,” he explained, “that when we push the freezer-food plan, the resulting store traffic sells a lot of other appliances and room coolers. But when we promoted the appliances and room coolers and not the food plan, the sales of these did not increase, and food plan sales fell off.”

Ogden is currently in the process of building a sales force to exploit the freezer-food plan. Although some other appliance dealers might find training new salesmen an expensive and unprofitable chore, Ogden delights in training them and finds plenty of profit even from the ones who can't sell.

### NEW SALES CLASS EACH MONTH

Ogden is continually advertising for new salesmen. He starts a class of 10 each month and gives each group a week's thorough training before sending them out to sell.

“During the first week,” says Ogden, “I teach them the fundamentals in the art of selling. Through it all, I stress complete honesty of presentation, and impress upon them the importance of being able to back up every claim they make.”

“I believe that our plan is a good plan, backed up with a good food source, and it will stand on its own merits. Besides, we have a large established electrical contracting business that has been operating in Peoria for years. We don't want our salesmen to do anything to jeopardize the good reputation we have built up in that business.”

Ogden indicated that when the salesman is impressed with the reputation of the firm that is behind him and the value of honest selling, he develops a loyalty to the firm that is hard to shake.

He claims that while he only pays

10% commissions to his salesmen, some rival plans are offering their salesmen 15%. The larger commissions looked attractive to some of his salesmen and they left to join the other plan, Ogden related. But they soon came back for their old jobs when they found that some of the claims made for the rival plan could not be substantiated.

“With my training,” Ogden said, “they were so conditioned that they couldn't work for anyone else.”

### OLDER SALESMEN HELP TRAINEES CLOSE SALES

After the week's training, the salesmen start making calls. During the first few weeks, Ogden tells them to bring the prospect to the point of closing and then call in an experienced salesman—or even Ogden himself—to make the close.

In this way, the new salesman is sure of getting his customer and quickly learns the techniques of closing. It also develops his enthusiasm.

Ogden says that out of the 10 persons he trains each month, only about two have real ability and the desire to make a living selling. But, he figures, every trainee has friends, relatives, and neighbors who are interested in the food plan. He estimates that out of every class of trainees, he will make 30 freezer sales.

“With 30 sales from the trainees each month, plus the volume sold by our regular salesmen, we don't do bad,” Ogden commented.

### New Hotpoint Outlet Opens

BIRMINGHAM, Ala. — Formal opening of H. W. Blackman & Son, Inc., 709 14th St., S. W., Birmingham's newest Hotpoint appliance dealer, was held recently.

## Tie-In Deal Gives Free Food to Freezer Buyer

AKRON, Ohio—Strong, Carlisle & Hammond Co., Philco distributor, recently joined with Bear Furniture Co. and Fred W. Albrecht Grocery Co., owner of the Acme markets in this area, to offer \$100 worth of frozen foods, meats, and seafoods to purchasers of Philco freezers of 12-cu. ft. capacity or more.

Other Philco appliance dealers, including M. O'Neil Co., May Department Stores affiliate, in the three-county area covered by Acme stores, were expected to join in the promotion later.

Under the plan, freezer purchasers may select their \$100 worth of foods at any Acme market. The foods are obtained through use of \$25 food certificates which Acme sells to the distributor, who in turn sells them to the dealer. The certificates are sold at full face value, according to an Acme spokesman.

This is thought to be the first time that a large food chain in the Akron area has participated in a freezer-food promotion.

## Nelson Radio & Supply Co. Adds Amana Freezer Line

MOBILE, Ala. — Appointment of Nelson Radio & Supply Co. here as exclusive Amana freezer distributor for southern Alabama and western Florida was announced recently by C. H. Myers, regional sales manager for Amana.

Nelson will distribute Amana freezers to dealers in 26 counties.

## Ryan Industries Announces Appointment of E. L. Ham To Chief Engineer Post

HOPKINS, Minn. — Edward L. Ham, formerly of Chicago, was named as chief engineer of Ryan Industries here, manufacturer of upright food freezers, by C. S. Ryan, president.

Ham has been in the engineering development phase of refrigeration since he received his B. S. degree from the University of Michigan in 1934.

After graduation, he joined Kelvinator at Detroit on a specific assignment of engineering and processing in refrigeration problems and in 1941 became associated with the Ebco Mfg. Co., of Columbus, Ohio, manufacturer of water coolers.

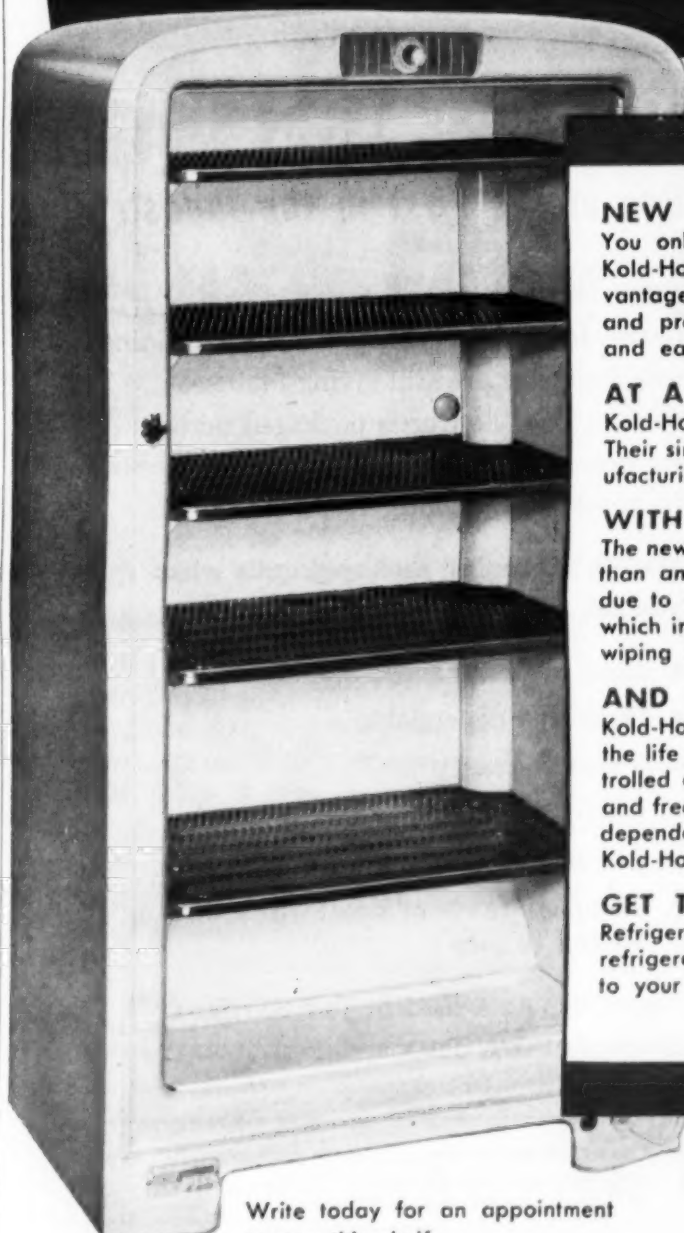
During World War II he served with the Ordnance Department on specific assignments and after that was resident engineer for Admiral at Tecumseh Products Co., of Tecumseh, Mich.

Other affiliations included the Universal Cooler Co., of Marion, Ohio, as chief production engineer; Perfection Steel Body Co., of Gallon, Ohio, and Amana Refrigeration Co., at Amana, Iowa, where he was director of quality.

He came to Ryan Industries in August, 1952. He is a member of Phi Kappa Sigma fraternity, American Society of Tool Engineers, and American Society of Refrigeration Engineers. He has originated and developed a number of patents during his past 20 years of refrigeration engineering experience.

## UPRIGHT FREEZER SALES INCREASE

with the NEW KOLD-HOLD Freezing Shelves



### NEW SALES APPEAL

You only have to look at an upright freezer equipped with Kold-Hold Shelves and you will see their sales-producing advantages. They add beauty, convenience, simplicity to a freezer and provide an expanded-metal surface that is flat, sturdy, and easy to clean.

### AT A NEW LOW COST

Kold-Hold Shelves cost far less initially than conventional makes. Their simplified design eliminates complicated tooling and manufacturing procedures which add to the cost of other designs.

### WITH SUPER EFFICIENCY

The new Kold-Hold Shelf provides faster pull down and freezing than any refrigeration plate or shelf presently made. This is due to its unique construction of expanded metal and tubing which induces both conduction and convection of heat plus the wiping action of air around its multiple surfaces.

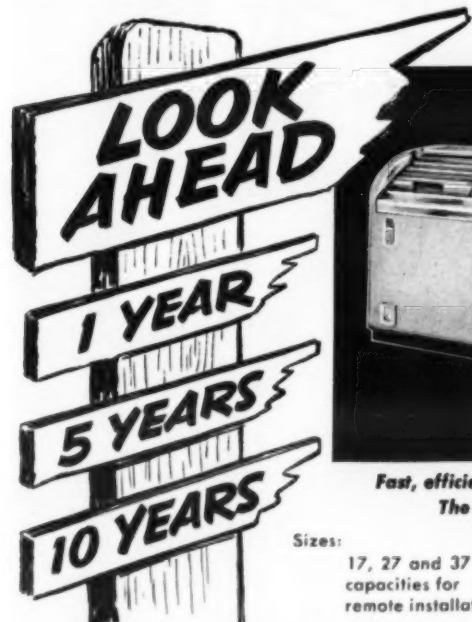
### AND DEPENDABLE PERFORMANCE

Kold-Hold shelves will provide trouble-free service throughout the life of the cabinet. They are assembled by brazing in controlled atmosphere to keep the refrigerant passage clean, dry and free of leaks. This method of construction has been proven dependable in the many component parts manufactured by Kold-Hold during the last 25 years.

### GET THIS ENGINEERING ASSISTANCE

Refrigeration engineers, who have developed many advanced refrigeration products, will help you with a design best suited to your cabinet.

Write today for an appointment to see this shelf.



Fast, efficient cooling  
The work-horse of beverage coolers

Sizes: 17, 27 and 37 case capacities for remote installation. 12, 22 and 32 case capacities with self-contained units.

— and you'll buy VICTOR today!

... Send for details of this Victor Beverage Cooler

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### San Diego Contractors, Servicemen Help Sponsor Apprenticeship Conference

SAN DIEGO, Calif.—Two local industry organizations—the San Diego Refrigeration & Air Conditioning Contractors Association and the San Diego Chapter of the Refrigeration Service Engineers Society—are lending their support to the forthcoming First North American Apprenticeship Conference.

The conference will be held here Aug. 2-9. More than 2,500 delegates from the U. S., Canada, and Mexico, are expected to take part in the international workshop.

The contractor association is taking part both in the planning and the financing of the conference. The group's Joint Apprenticeship Committee, consisting of Leonard Benintende, chairman, and Dave Mitchell, Pat Riley, and President Tom Swift, are laying plans aimed at benefiting the refrigeration industry.

The RSES chapter, through its president, Louis Grimaud, and its educational chairman, Ray Moran, is also backing the conference. This group is conducting an active campaign in support of the apprentice program.

To be held in the 1,400-acre Balboa Park, the conference is expected to be the largest such event ever attempted the largest such event ever attempted.

#### JUST ASK US

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GEORGE T. DAVIS



LEON J. TRANEY

### Davis, Traney Represent Bush, Heat-X-Changer

W. HARTFORD, Conn.—The Bush Mfg. Co. and the Heat-X-Changer Co. have announced the appointment of Leon J. Traney and George T. Davis as sales engineers in the Philadelphia district.

Traney holds a mechanical engineering degree from the University of Notre Dame and is a member of the American Society of Refrigerating Engineers. Prior to joining Bush and Heat-X, he was associated with another heat transfer equipment company in capacity of an application engineer.

Davis is a graduate of Rensselaer Polytechnic Institute. Formerly a project engineer with Tuttle and Bailey, he served as an application engineer at Bush immediately prior to his present position with Bush and Heat-X.

He is a junior member of the American Society of Heating and Ventilating Engineers, according to the announcement.

### McIntire Occupies Larger Plant In Livingston, N. J. In Expansion Move

LIVINGSTON, N. J.—The McIntire Co., manufacturer of "DFN" driers, filters, and strainers, is now in full operation at its new, modern plant recently completed here.

The new plant provides approximately 15,000 sq. ft. of working space to meet the enlarged needs for present production and allow ample provision for future expansion.

It is estimated that with existing facilities, plus additional equipment on order, production output can be doubled over that of the former plant which McIntire had occupied in Newark for the past 27 years.

In addition to increased plant capacity, complete laboratory facilities have been installed under the direction of a chemical engineer, chemist, and mechanical engineer to handle the increased research and development program.

### McCardle To Handle Gas Controls Sales for M-H

MINNEAPOLIS — John McCardle, formerly manager of the Dayton sales office of Minneapolis-Honeywell Regulator Co., has been appointed market manager of gas controls, with headquarters in the company's executive offices here.

He is being succeeded at Dayton by Earl Hoeffler, who is rejoining the company after two years service with the Navy.



### Service & Supplies



FOUR service call receivers and dispatchers of Johnston Service in Detroit are separated from rest of office force in the company's new quarters.

### Service Firm Speeds Operations by Grouping Service Dept., Separating It from Sales

DETROIT—To improve operations by getting the entire service department grouped together on the ground floor, Johnston Refrigeration Service Co. here has occupied new air conditioned quarters on Lincoln Ave.

Housed in a total area of 90 by 55 ft. are the main switchboard and reception room, accounting office, credit department, a large general office for billing, file room, call receiving and dispatch, offices for the general manager and supervisors of domestic and commercial service and installation, parts department for the company's servicemen and retail sales, plus a large room and lavatories.

This is not to be confused with the wholesale parts and equipment operation also directed by the head of the service firm, George L. Johnston.

Shop for repair and rebuilding of

refrigeration equipment has been maintained in a separate building.

The air conditioning installation consists of two 5-hp. General Electric package units connected to ductwork. One serves the parts department while the other handles the various offices. Latter system is also fitted with a Trion electric air filter.

"Main purpose in the move," explains Johnston, "was to get our retail service operation together in its own building entirely separate from the wholesale operation."

"Another factor was the desirability of getting the department on the ground floor so the servicemen wouldn't have to come upstairs to check with their supervisors."

"A third point, too, is that supervisors are able to observe easily exactly what's going on," he added.

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### One of the First in the Industry



Curtis units that were installed back in the days when packaged air conditioning was a novelty are still giving faultless service. Today's Curtis packaged units are better than ever... perfected by 15 years of experience.

**YOU'LL SELL** more packaged units when you sell these Curtis advantages:

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T-FLO DRIER**

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**ANDRITE**  
THE HIGH-SPEED DESICCANT

Picks up moisture faster...  
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than any other type or form of  
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## Proposed N. Y. Code

**Modernization Would Require Licensed Operators Only for Systems Using More Than 50 Lbs. of Group 2 Refrigerant and Limit Annual Permits**

NEW YORK CITY — Two bills which would modernize the local refrigeration code have been introduced in City Council here, as reported in the June 29 issue of AIR CONDITIONING & REFRIGERATION NEWS.

One bill would establish new safety requirements, supplanting the code which New York City has been using since 1927. The proposed safety code is substantially the same as the 1950 B9 safety code, although it does contain some changes.

The other bill provides the administration and enforcement features. Among the proposed changes incorporated in this bill is that limiting the requirement for licensed operators only to systems containing more than 50 lbs. of a Group 2 refrigerant. Under present city law, an operator is required on any system having more than 50 lbs. of any refrigerant.

Another change in the proposed bill sets up sharp limitations on annual permits. Under current practice, New York collects annual fees on any refrigeration system located in other than residence portions of buildings. Proposed law would limit annual permits to self-contained systems over 15 hp. and field-erected systems above 3 hp.

For the first time, installation and alteration permits would be required in the city, if the proposed bill be-

comes law. Permits would be required for:

- (1) Self-contained systems over 5 hp. containing Group 1 refrigerants;
- (2) Field-erected systems of ½ hp. or above containing Group 1 refrigerants;
- (3) Any system of ½ hp. or above containing a Group 2 refrigerant.
- (4) Any system containing a Group 3 refrigerant.

### Text of Proposed Code

Text of the proposed administrative code is as follows:

#### PERMITS AND ADMINISTRATION

##### Section C19-107.0 Permits—Installation and Alteration

a. Except as otherwise provided in subdivision b of this section, it shall be unlawful to install or alter any of the following types of mechanical refrigeration systems unless an application for a permit therefor shall have been filed with the department.

1-(a) Any self-contained system as defined in subdivision qq of section C19-96.3 containing Group 1 refrigerants where the prime mover or compressor is over 5 hp.

(b) Any other system containing Group 1 refrigerant where the prime mover or compressor is ½ hp. or above.

2. Any system containing Group 2 refrigerant where the prime mover or compressor is ½ hp. or above.

3. Any system containing Group 3 refrigerant.

b. Permits shall not be required for the residence portion of any building, nor for repairs or maintenance of any mechanical refrigeration system, nor for systems installed in vehicles, vessels or railroad cars, nor for any system employing water or air as a refrigerant.

c. Applications for permits shall be submitted to the department on department forms and shall be signed by the owner of the premises, his duly authorized representative or the licensee seeking such permit. Plans or sketches showing machinery locations and pressure relief devices shall be submitted when required by the department. When the department has determined that the proposed mechanical refrigeration installation or alteration complies with the provisions of this article, it shall issue a permit.

d. As used in this sub-article the term "alteration" as applied to mechanical refrigeration systems, includes any work involving an expansion or addition to a system; a change in the type of refrigerant utilized in a system; a change in arrangement, type or purpose in the original installation; a change in the size of equipment utilized; and relocation of a compressor, generator, condenser, receiver, or evaporator.

e. Applicants for permits under this section shall submit with the application a fee for each alteration or installation as follows:

For Each System Whose Compressor or Prime Mover Is	Fee
5 hp. or less	\$ 5
Above 5 hp. through 10 hp.	10
Above 10 hp. through 100 hp.	20
Above 100 hp. through 500 hp.	35
Over 500 hp.	50

Section C19-107.1 Concealed Equipment. When refrigeration equipment or piping is to be hidden from view by the permanent placement of parts of a building, the permittee shall notify the department and such equipment shall not be covered

for 48 hours from the time of notice exclusive of Saturday, Sunday, or holidays, unless inspected sooner by the department.

Section C19-107.2 Completion and Inspection. Upon completion of an installation or alteration for which a permit is required under section C19-107.0, written notice thereof shall be sent immediately to the department by the person to whom the permit was issued.

The department thereafter shall cause an inspection of the system to be made. If upon inspection the installation or alteration shall be found to violate the provisions of this article, the department shall notify the permittee in writing specifying the corrections to the system that are required. Such corrections shall be made promptly and written notice of the completion thereof shall be sent to the department which shall cause the system to be reinspected.

If the department finds that the installation or alteration of any system creates a hazard to life or property, it may order the system to be shut down until the corrections are made.

Section C19-107.3 Approval. If the installation or alteration of a refrigeration system is found to comply with the provisions of this article upon inspection or reinspection as provided in section C19-107.2, the department shall mark the permit issued under section C19-107.0 "Approved" and such approved permit shall be posted adjacent to the system.

#### Section C19-107.4 Permits—Operation

a. It shall be unlawful to operate without a permit any of the following mechanical refrigeration systems from and after one year following approval of an installation permit pursuant to section C19-107.3 or one year following the issuance of any permit to operate which

is in effect on the effective date of this law:

1. Any self-contained system as defined in subdivision qq of section C19-96.3 where the prime mover or compressor is over 15 hp.

2. Any field-erected system as defined in said subdivision qq of section C19-96.3 where the prime mover or compressor is over 3 hp.

b. Permits shall not be required for any mechanical refrigeration system operating in the residence portion of any building nor for any system installed in a vehicle, vessel, or railroad car nor for any system employing water or air as a refrigerant.

c. Fees for permits issued under this section shall be as follows:

For Each System Whose Compressor or Prime Mover Is	Fee
5 hp. or less	\$ 5
Above 5 hp. through 10 hp.	10
Above 10 hp. through 100 hp.	20
Above 100 hp.	40

#### Section C19-107.5 Refrigeration System Operators, Certificate of Qualification

a. It shall be unlawful to operate in any building any refrigerating system containing more than 50 lbs. of a Group 2 or Group 3 refrigerant except under the personal supervision, direction, or control of a person who has obtained a certificate of qualification from the department. Such certificate shall be issued by the department after determining that such person is qualified to operate systems containing Group 2 or Group 3 refrigerants.

b. Upon receipt of a certificate of qualification the applicant therefor shall pay an annual license fee as follows: For the initial fee \$5, and for renewal thereof the sum of \$1 provided application for such renewal be made within 30 days prior to the expiration of the certificate. Any such certificate may be revoked or suspended for cause at any time by the department.

c. No operator shall be required when a mechanical refrigeration system is not in operation.

Section 3. This local law shall take effect immediately.

## Paragon Appoints Senn To Manage New Division

TWO RIVERS, Wis. — Paragon Electric Co., manufacturer of timers and controls, has established a new diaphragm power element division and named Jurg A. Senn as manager.

Senn was on the development staff of Cutler Hammer, Inc. for six years and during World War II was with the ordnance development division of the Bureau of Standards in Washington, D. C. After the war he was associated with Perfex Corp.

During his years in this special field, Senn was responsible for many new diaphragm developments.

With the establishment of the new division, Paragon will produce corrugated diaphragms, temperature responsive diaphragms, and power element assemblies for temperature control manufacturers.

## Gross Service Appoints Burstein General Mgr.

EAST ORANGE, N. J.—Appointment of Clarence Burstein as general manager of Gross Service, Inc. here has been announced by A. P. Hummers, president.

Gross Service is the service unit of Gross Distributing Corp. Burstein was service manager for the latter organization for several years prior to his appointment.

### JUST ASK US!

Turn to "What's New" Page for useful information on new products.

### Handy Bender says



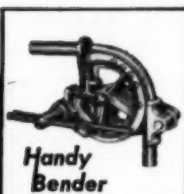
"The shortest time between two points is a bend!"

Here's a new geometric theorem you can paste in your hat: the shortest time between two points is a bend. You are wasting time and money if you are using old-fashioned "el" fittings to turn corners. Handy Benders eliminate the need for els by bending all kinds of pipe and tubing right on the job . . . from ¼" to 1 ½" O.D. with a twist of the wrist. Save yourself time and money by bending.

Ask your supply house, or write today to

Handy

HOLSCLAW BROS., INC.  
420 WILLOW ROAD  
EVANSVILLE, IND.



PILOTLESS BOMBERS MADE WITH



## AIR CONDITIONING

The Glenn L. Martin Company, builders of "Matador" bombers, "404" transports, and other famous planes, uses 27 Frick compressors for air conditioning and special cooling services in its great plant at Middle River, Md. These machines have been installed over a period of 16 years by the Paul J. Vincent Co., Frick Distributors in Baltimore.

For the last word in dependability and convenience, specify Frick air conditioning, refrigerating, ice making and quick-freezing equipment. Let us quote on your cooling needs NOW.



Frick "ECLIPSE" compressors Handle Air Conditioning Work with Extra Economy; ask for details.



you get **600,000 sq. ft.**  
of the best possible  
drying surface in this  
**MUELLER BRASS CO.**  
**DeLuxe Filter-Drier**

Hundreds of thousands of Silica Gel granules manufactured to a special size and sealed into a 12 cu. in. Mueller Brass Co. DeLuxe Drier provide over 600,000 sq. ft. of the best drying surface you can get—more than enough to keep your refrigerant thoroughly dry at all times. Many extravagant claims are made regarding the moisture absorbing capacities of desiccants. The property that is most important to the refrigeration industry is not the total amount of water that a desiccant will absorb, but rather it's the *end-point dryness* of the refrigerant that really counts. End-point dryness is the amount of moisture left in the refrigerant after the drier has absorbed its capacity. Tests prove that Silica Gel has the capacity to absorb and hold twice as much moisture, by weight, as other commonly used refrigeration desiccants while maintaining a fixed end-point dryness.

To date, more than 2,750,000 Mueller Brass Co. Driers have been installed in commercial refrigeration systems all over the world. The completely satisfactory service they have given wherever they were installed is proof enough that you just can't buy a drier anywhere at any price that will keep your refrigerant so thoroughly dry, so scrupulously clean and free from foreign matter. Mueller Brass Co. Driers are available in capacities from 3 cu. in. to 242 cu. in. Order now from your refrigeration wholesaler. Write for catalog describing the complete line of Mueller Brass Co. STREAMLINE refrigeration products.



\*12 CU. IN. DRIER  
ACTUAL SIZE

**MUELLER BRASS CO.** PORT HURON 9, MICHIGAN



## What's New

When requesting further information on new products, please use "Information Center" form.

### Copper Tubing Hanger Bends Without Distortion

—KEY NO. C-710—

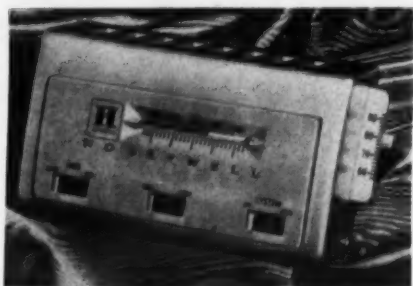
PITTSFIELD, Mass. — A copper tubing hanger made of copper-plated steel that can be bent, twisted, formed around timbers, or hung around other pipe supports without distortion has been introduced by the Armart Mfg. Co. here.

Called the "Berkshire" copper tube hanger, the device also has a height adjustment slot that permits 1-in. adjustments up or down without removal of the fastening nails.

Another feature is a specially designed hinge that enables assembly to be made with one hand, leaving the other free to steady the tubing. A single tightening screw achieves rigid fastening and eliminates squeaks and creaking sounds due to expansion and contractions.

The copper tube hanger is made in 6 and 12-in. drop lengths for 1/2, 3/4, 1, 1 1/4, 1 1/2, and 2-in. tubing. It is made of fine grain, dead soft temper

steel that withstands tensile strength tests in excess of 1,000 lbs., the manufacturer said. All hangers are copper plated to eliminate electrolytic action and to protect tubing from corrosion and wear.



### M-H Thermostat Controls Both Heating, Cooling

—KEY NO. C-711—

MINNEAPOLIS—A new combination heating-cooling thermostat—featuring built-in selector switches that eliminate the need for sub-bases or separate control switch plates—has been added by Minneapolis-Honeywell Regulator Co. to its line of residential air conditioning controls.

From the standpoint of the owner, the new stat means that both the heating and cooling systems can be accurately and completely controlled

from one easily accessible location.

The company said the new instrument was developed after an industry-wide study of the expanding use of cooling systems and was expected to become its standard year-round residential air conditioning thermostat.

"This new instrument has been engineered," the company said, "to simplify installation and at the same time give the homeowner, under one cover, both a heating and cooling thermostat and a wide variety of manual sections so he can custom-tailor the operation of the heating-cooling system to his individual preferences."

It is a sensitive, low-voltage type, utilizing a thermostatic bi-metal element. The instrument will be available in two models—T830A for one-stage of heating and one-stage of cooling, and T830B for single-stage heating and two-stage cooling.

Finger-tip control is centered in three slide-type selector switches built into the cover. One permits the entire system to be turned on or off. Another permits the owner to select either heating or cooling. The third enables the owner to have either continuous or intermittent fan operation.

The new heating-cooling thermostat will be put into production shortly, the company said, and will be available during the forthcoming cooling season.

Honeywell currently is producing four other thermostats for use with residential cooling systems, as well as a humidity controller, several models of sub-bases, damper motors, and all necessary auxiliary switching relays.

From the standpoint of the owner, the new stat means that both the heating and cooling systems can be accurately and completely controlled

### G-E Unveils Streamlined, Compact Water Coolers



—KEY NO. C-713—

BLOOMFIELD, N. J. — A completely redesigned line of water coolers described as "strikingly streamlined in appearance" has been announced by the General Electric Co., Air Conditioning Div.

The new styling features a distinctive front apron of stainless steel at the top and a louvered front panel that tapers in from top to bottom where a full width pedal enables control of the drinking water from any point in front of the water cooler.

The front apron of the anti-splash basin protects the cabinet from water drips during drinking, while the tapered design of the front panel and the special curved design of the wide pedal avoids scuffing of shoes or stubbing of toes, according to G-E.

Another announced highlight of the new design is the compactness of the cabinet. Measuring 41 in. high, 14 1/2 in. wide, and 12 3/4 in. deep, the cooler requires 30% less floor space than previous models.

Other new design features reportedly provide for ease of installation service and maintenance, and efficient delivery of cool water.

The bubbler guard on the new model is built as part of the top piece, eliminating the need for separate installation of this part which was the case before.

The stainless steel top has been electropolished to make it more resistant to finger marks than ordinary stainless steel and also for easy cleaning.

The louvered front panel snaps off

for easy and quick access to the interior of the unit. All the mechanism and controls are readily available for maintenance and adjustment.

Eight different settings provide a wide range of water temperatures to choose from.

Once set, the non-squirt bubbler stream, which is adjusted from the front without taking the top off, delivers a stream of cool water at the correct height each time, G-E said.

Ten models will be available ranging in capacity from 4 to 20 gal., and including bottle coolers.

The bottle coolers have also been redesigned along the same general lines of the G-E pressure type units. Outstanding features of the new bottle coolers include a recessed faucet and a hidden waste receptacle.

The new models have been named the "Diamond Anniversary Water Coolers" in honor of the company's 75th anniversary this year.

### Faucet Adapter Designed For Use with Appliances

—KEY NO. C-714—

MOUNT VERNON, N. Y.—A faucet adapter built to operate with appliances which require high pressure water connections has been developed by Ram Domestic Products Co. here.

Called the "Ram-adapter," the unit was designed for homeowners and apartment dwellers who connect their dishwashers or portable clothes washers to the kitchen faucet. The

Ramadapter is a pressure-type coupling with two threads, one a standard garden hose coupling and an aerator thread to accommodate a metal aerator.

According to the manufacturer, the unit will not mar the faucet, though it is a permanent installation and is guaranteed to take unlimited pressure and will remain leakproof under all conditions.

The adapter is made in three sizes to fit most standard faucets and can be easily installed.



## sell heating

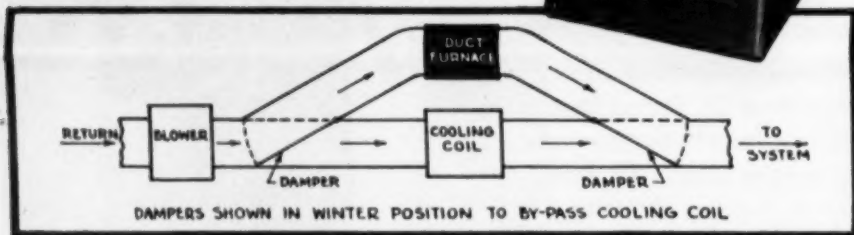
along with your summer  
air conditioning jobs!...

### Janitrol GAS-FIRED DUCT HEATERS

provide a simple, easy  
method to save on a  
combined  
system



• Note in diagram below, how simple arrangement of by-pass duct containing Janitrol Unit combines heating with summer conditioning for an ideal year 'round system.



• Here's the way to get into the profitable heating business fast! Instead of depending entirely on summer conditioning jobs for volume, you can build additional new business with Janitrol Duct Heaters.

And existing commercial cooling duct jobs make it easy to add this ingenious heating unit to present systems with savings.

"Product-wise" you can't handle any better designed, or better built equipment. For more than 35 years, Surface Combustion has stood for advanced progressive engineering in the commercial, industrial and residential gas heating field.

During this period, Surface Combustion has pioneered more "firsts" . . . through a constant program of improvement . . . established new standards of efficiency and long-life dependability.



Write today for complete specifications and performance data on the 6 sizes and models of Janitrol Duct Heaters. Mention bulletin DF-53.

SURFACE COMBUSTION CORPORATION • TOLEDO 1, OHIO

Manufacturers of Kathabar Humidity Control Systems

### Enclosed Sink Conceals 5-Gal. Water Heater

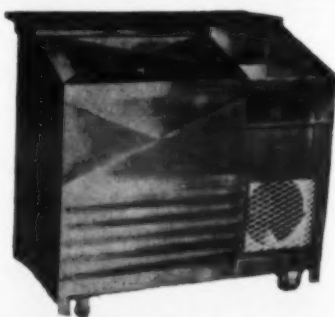
—KEY NO. C-712—

WIXOM, Mich.—A lavatory-water heater that consists of a white porcelain sink of enclosed construction with 5-gal. water heater hidden in the white enamel steel cabinet has been introduced by the Bowen Water Heater Div. of Handling Equipment Mfg. Co. here.

Intended for use wherever hot water from a central source is impractical, the unit measures 32 in. high, 18 1/4 in. wide, and 16 1/4 in. deep. To install, it is connected to any cold water source and drain. The heater connects into any conventional electric outlet.

Thermostatically controlled, the current is on only as water is being heated. A 2-in. blanket of Fiberglas insulation keeps water hot for hours. Recovery rate is 4 g.p.h.

The rustproof heater is approved by Underwriters Laboratories and the Canadian Standards Association. The complete unit retails at a suggested price of \$109.50 f.o.b. factory.



**DRINKMASTER**  
PORTABLE — REFRIGERATED  
Stainless Steel HOMEBAR  
PLASTIC CHARTREUSE FRONT  
BLACK TOP

Mfd. by

**United Frigutator Engrs.**  
Menominee, Mich.

Write for free 8" x 10" Photos

## Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

### What's New or Current Literature Available

Key No. .... Key No. ....  
Key No. .... Key No. ....  
Key No. .... Key No. ....  
Key No. .... Key No. ....

### Products Advertised

(list name, page, and issue date)

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Company .....  
Street .....  
City ..... Zone..... State.....  
Type of Business .....

### MAIL THIS FORM TO

AIR CONDITIONING & REFRIGERATION NEWS  
Reader Service Dept.  
450 W. FORT ST. DETROIT 26, MICHIGAN



# What Was New

At the Retail Grocers Show



KEY NO. C-715

REFRIGERATION for produce is provided in the middle deck of this new McCray VW-8M case while upper and lower sections permit display of dry produce, explains E. E. Barbee, (center), McCray's St. Louis district manager, to prospects. Self-contained 1/2-hp. unit provides refrigeration. Note convenient bins in lower section.



KEY NO. C-716

TRIPLE DUTY counter refrigerator display case made by Evans in 6 and 8-ft. lengths either remote or self-contained, is also being offered with a special hand-painted finish which simulates wood grain, Joseph Evantoff points out to Bev Christensen.



Stop service calls . . . keep out rust and sludge . . . open new doors to sales acceptance!—with coolers, ice-makers, sell "Taste-Master"—checks chlorine, traps sediment; promotes service-free satisfaction with all water processing appliances. Write—

**Filtrine** MANUFACTURING CO.  
BROOKLYN 38 • N. Y.  
"Water Coolers and Filters for 40 Years"



KEY NO. C-7110

NEW STYLING of removable ends and trim design has been incorporated in the latest version of Fagel's OV "Vegmart" line of produce cases, "Terry" Terhune explains to Mrs. Harry E. Goldmark of Chicago. Middle deck is refrigerated, and the condensing unit can be self-contained or remote. Case is available in 6, 8, and 10-ft. lengths.



KEY NO. C-717

AJAX' recently introduced Pebble ice maker helped Angela Page keep cool at the Nargus show. At left is a working demonstration model of the company's ice flaker.



KEY NO. C-718

"BLIZZARD" case for frozen food and ice cream as designed by Weber is a self-contained model which locates the condensing unit in center of superstructure behind illuminated product picture. Case design gives "50% more product selling space" in same floor area, Carolyn Ray is told by B. P. Henry of Weber.

KEY NO. C-719

"ISLAND MERCHANDISER" introduced by Warren as part of its new "Super Merchandiser" line of open cases is a self-contained model mounted on invisible casters to permit quick change of location. Laurie Wilde demonstrates that case is intended for spot displays of smoked meats, but dairy products can also be featured.

**NOW!**  
for the **1st** time  
in ice maker history...

## PEBBLE ICE MAKER

by Ajax



200 lb  
CAPACITY



400 lb  
CAPACITY



800 lb  
CAPACITY



ADD THIS MACHINE TO THE MOST COMPLETE  
LINE OF ICE MAKERS... **AJAX**

- 1 Ideal Pebble Ice, a dry, crystal-clear crushed ice without mush...won't pack or lump.
- 2 Models to meet every requirement...200 lbs., 400 lbs., 800 lbs., whatever your ice needs, there is a Pebble Ice Maker for you.
- 3 Fewer working parts than any other ice maker... further assurance of long-lasting, trouble-free operation.
- 4 The smallest, most compact ice maker made... less than a square yard of floor space; only 39" high. Perfect for under-counter installations.

SELL THE MOST COMPLETE LINE OF AUTOMATIC ICE MAKERS

Add the Pebble Ice Maker to the Ajax line and you have the most complete, the most profitable, the most salable line of automatic ice makers.



**A5A-4  
ELECTRIC ICEMAN**  
Solid, long-lasting  
ice cubes...350 lbs.  
a day...has easily  
accessible bin.



**A3W-1  
ELECTRIC  
ICEMAN**  
200 lbs. of ice cubes a day  
... sectional construction;  
utilizes present equipment,  
saves space, saves money.



**AF-150 ICE FLAKER**  
1500 lbs. of flake ice  
a day...cold, dry flakes  
at the flick of a switch.



**PEBBLE  
ICE MAKER**  
200 lb. capacity  
400 lb. capacity  
800 lb. capacity

PIN THIS COUPON TO YOUR LETTERHEAD

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2509 WASHINGTON AVENUE, EVANSVILLE, INDIANA

☐ I'm interested in an Ajax Distributorship ☐ I'm interested in an Ajax Dealership

NAME.....

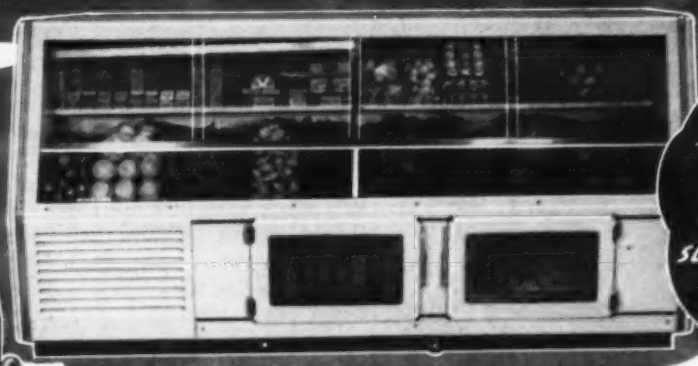
COMPANY.....

ADDRESS.....

CITY..... STATE.....

**AJAX... SPECIALISTS IN ON-PREMISE ICE MAKING EQUIPMENT**

*Just show him one...you've got a sale!*



**The  
WARREN  
CVDS**  
SLIDING-DOOR VEGETABLE-  
AND-DAIRY CASE

with the famous  
**DEW-MAKER** action!

**Warren REFRIGERATORS**

POST OFFICE BOX 1436, ATLANTA 1, GEORGIA



## News and Pictures of Summer Marts



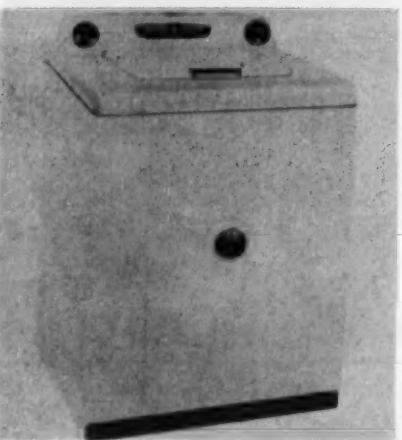
THERE ARE FOUR BASIC TYPES OF DEFROSTING for household refrigerators, a new Frigidaire promotion campaign emphasizes, and in its 1953 line Frigidaire has them all. At the recent Home-furnishings Markets in Chicago H. A. Miller (left), Frigidaire appliance sales manager, goes over a display which uses this theme, with Ray Bobb, merchandise manager for Quackenbush's in Paterson, N. J.



MATCHING table tops, chair coverings, and refrigerator door comprise a decorative trend which Ideal Steel Products Co. senses and is trying to promote in its furniture line. The refrigerator is an International Harvester; the attractive model, Diana Davis.



VARY THE DISPLAY OF FOOD in a home freezer, develop ideas that will catch the attention of women shoppers, is one of the Ben-Hur promotion themes. Ralph Zickert of Ben-Hur points to some frozen pastry dishes attractively arranged on columns of wrapping foil, a simple but attention-getting display arrangement.



ONE OF THE "Royal Pair" introduced by Speed Queen. This new automatic washer was designed to match the white enamel dryer also produced by the company. Top opening and tangle-proof agitator are featured.



FIRST SHOWING AT MARTS OF ITS COMPLETE line of upright home freezers was staged by the Westinghouse Appliance Div. Inge King is about to open a pull-down inner door to one of the storage compartments on the 12-cu. ft. model. Other models have 8½ and 18-cu. ft. capacity. Features include a quick-freeze shelf, bottom storage drawer, and a slide-out section for juice cans and a special pastry basket in the largest model.

Additional Mart pictures can be found on page 6 of this issue.

## NEMA Refrigerator Sales Reach 366,951 Units In April; Show 43% Rise over April '52

Summary for April and First Four Months, 1953  
Complete Electric Household Refrigerators Only—Sales by Sizes

### APRIL (18 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. Less than 4 cu. ft. ....	.....	.....	.....	.....
2. 4 cu. ft. ....	1,794	.....	44	1,838
3. 5 cu. ft. ....	170	133	10	313
4. 6 cu. ft. ....	9,401	8	1,518	10,927
5. 7 cu. ft. ....	39,887	3,074	4,066	47,027
6. 8 cu. ft. ....	59,382	2,442	4,754	66,578
7. 9 cu. ft. ....	112,923	8,327	4,480	125,730
8. 10 cu. ft. ....	24,731	4,853	1,753	31,337
9. 11 cu. ft. ....	67,754	1,484	1,798	71,036
10. 12, 13 cu. ft. and up..	11,587	168	410	12,165
11. Total .....	327,629	20,489	18,833	366,951
Refrigerators Having Two Exterior Doors (All Sizes) (Included In Above) .....	27,343	156	367	27,866

### FIRST FOUR MONTHS (18-17 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. Less than 4 cu. ft. ....	.....	.....	.....	.....
2. 4 cu. ft. ....	7,147	4	439	7,590
3. 5 cu. ft. ....	422	147	60	629
4. 6 cu. ft. ....	52,841	16	9,113	61,970
5. 7 cu. ft. ....	189,863	11,547	13,696	215,106
6. 8 cu. ft. ....	210,831	8,892	14,963	234,686
7. 9 cu. ft. ....	380,564	15,895	27,011	423,470
8. 10 cu. ft. ....	209,049	14,564	8,918	232,531
9. 11 cu. ft. ....	249,540	4,673	13,641	267,854
10. 12, 13 cu. ft. and up..	72,750	959	2,106	75,815
11. Total .....	1,373,007	56,697	89,947	1,519,651
Refrigerators Having Two Exterior Doors (All Sizes) (Included In Above) .....	153,434	600	9,506	163,540

Participating companies: Admiral Corp.; Bendix Home Appliance Div.; Avco Mfg. Corp.; Coolerator Co.; Crosley Div., Avco Mfg. Corp.; Deepfreeze Appliance Div., Motor Products Corp.; Frigidaire Div., General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Hotpoint Co., Div. General Electric Co.; International Harvester Co.; Kelvinator Div., Nash-Kelvinator Corp.; A. J. Lindemann & Hoverson Co.; Norge Div., Borg-Warner Corp.; Philco Corp.; Major Appliance Div.; Quicfreez, Inc.; Seeger Refrigerator Co.; Servel, Inc. (In 3-1-53); Westinghouse Electric Corp.



SIMULATED wood grain finish or other color combinations are now available for approximately \$30 additional on General Air Conditioning Corp.'s combination range and refrigerator. This particular model, as Mrs. Grace Griffith and Warren Speyer point out, also includes a sink.

# Mouldings are Silent Salesmen

## JOHN LEES

### MOULDINGS, STAMPINGS, ASSEMBLIES.

Complete Facilities for Buffing, Electrolytic Polishing, Welding, Forming and Aluminum Anodizing.

Mouldings by John Lees do a steady job of selling both before and after the sale is made. Stainless steel remains handsome, keeps your products looking good all the time. Let mouldings by John Lees help sell your product and keep it selling. Write for catalog.

## JOHN LEES

DIVISION of THE SERRICK CORPORATION  
Kilgore Avenue, Muncie, Indiana, U.S.A.



IF YOU LOOK CLOSELY, you'll find Servel's Wanderbar beneath the spotted coltskin covering of this custom model. Units are also being made in luggage leather to meet the demand of the luxury market. Custom models are priced at \$389.

SINCE 1924...

# SHAFTS by MODERN

Shafts by Modern power compressors for the country's leading lines of commercial refrigeration. For precision SHAFTS, in quantity, consult...

**Modern Machine Works, Inc.**  
Pioneer Shaft Manufacturers  
5354 S. KIRKWOOD AVENUE  
CUDAHY, WISCONSIN

It's just one of the thousands only Ranco can supply!

WE HAVE GENUINE RANCO CONTROLS!

## Ranco Inc.

COLUMBUS 1, OHIO

WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS

Replacement controls got you in a dither? Why mess around with makeshifts... when you can get the right replacement in short order from your Ranco wholesaler. When you stop to think there's a Ranco control for more than 4,000 replacements... far more than any other manufacturer... you'll never use any other!

**New Ranco Supplement Bulletin No. 1466**  
Contains dozens of exact replacement controls not previously available from any source! See a copy at your Ranco wholesaler.





## Refrigeration Problems

and their solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

### Room Air Conditioners (I)

A recent editorial in AIR CONDITIONING & REFRIGERATION NEWS stated that there may be one million window units manufactured this season. Last summer will probably be remembered as the beginning of the great public demand for air conditioning for private residences and offices. Unless all the signs are wrong, there should be a very large number of window and console units, also store coolers sold this summer.

Aside from the sales and distribution problems involved, there are some application and installation problems that we should recognize.

Since the room cooler is a self-contained system, the tendency is for the user to consider it in somewhat the same category as the electric refrigerator or other household appliance. Although it is a "plug-in" device, he does not realize how different it is from these other appliances.

He hasn't much conception of how much cooling is required for his living room or bedroom. He will understand that a large room will take a larger unit than a small room, but very likely he won't know that there can be an astonishing difference between a room on the sunny side of the house and one on the shady side, for example, nor in the performance in humid weather and in dry weather.

In all fairness to our customers, and in defense of our future reputations, and of the future acceptance of packaged air conditioners, we must be careful that the public has a realistic understanding of the unit conditioner.

Many of the purchasers have had their experience with air conditioning in theaters, stores, and offices that are air conditioned by large,

well engineered systems, and the purchaser may be inclined to expect the same results from his 1/2-hp. window unit. His appreciation of its limitations may save the dealer a lot of service calls later on.

#### CORRECT APPLICATION AND SIZING

The package unit, if properly applied, can be a great boon to the user. For a comparatively small outlay, he can convert his living room or bedroom from places of sweltering heat to cool comfort.

But we should make every effort to see that he gets the unit that best suits his needs, that he knows what it will do for him and what it will not do, and that when it is installed, he (and his wife, too) be shown how to operate and take care of the unit.

To do less is to court trouble; not only individual trouble to the dealer who sells the unit, but also to the industry at large. The sale of even a million room coolers this summer is insignificant compared to the truly enormous potential volume.

Manufacturers supply data on their units as to the cooling capacity and wattage consumption. Most manufacturers also supply instructions on how to roughly estimate the load, so that the proper size of unit can be selected.

After the correct size unit has been selected, the next step is to install it properly, for customer satisfaction will greatly depend upon whether the unit is properly installed or not. Follow the factory instructions with care. The service department of the manufacturer went to a lot of pains and expense in preparing installation instructions. They were prepared after a lot of study and as the result of wide field experience.

Read the service manual on that unit; also read the instructions that come with each unit. If you read the instructions last week, check

them again to be sure that the current instructions are the same; a change of construction may have been made that necessitates some major changes in the method of installation.

A careful installation, following factory instructions, may mean the difference between a satisfied customer and a dissatisfied one; the difference between keeping up his payments and lapse of payments, and repossession with its attendant losses.

#### THE LOW VOLTAGE PROBLEM

One problem that has already caused a good deal of trouble, is low voltage. It can be overcome, but it should not be ignored.

To understand why low voltage is so prevalent, especially in connection with room coolers, we must review the outside distribution of electric current by the utility company and within the home.

The use of electricity has increased enormously; so rapidly, that the electric utility companies have been hard put to expand their facilities to keep up with demand, industrial, commercial, and residential.

More and more electricity is being used. Larger and additional generating plants have been and are being

built. Heavier and longer distribution lines have been constructed to take in larger areas and to serve the farms. Today about 95% of American homes, including farms, are wired for and served with electricity.

World War II retarded the expansion of utility facilities although the demand continued to increase. In many areas, the utilities have not been able to catch up with their expansion programs.

In those areas, and they are not uncommon, secondaries (usually about 2,200 volts) and the transformers that step the secondary voltages down to 115 or 230 volts, are heavily overloaded.

These overloads are particularly noticeable from about 4 p.m. to 11 p.m. In order to maintain normal voltages during these peak hours, the utilities have found it necessary in some areas, to set up the taps on the transformers, with the result that during the daytime when the load is lighter, the voltage at the meter may run as high as 125 or 130 volts.

#### WIRING IN RESIDENCES

Probably one half of the wired homes were wired over 25 years ago. Of those, many had only two or three circuits; those with more than four circuits were exceptional.

Since these houses were wired, larger light bulbs, more lights, and more appliances are used. The vast majority of electrical appliances have been made and sold, and consequently added to the electrical systems in the homes, within the last 25 years.

Consequently, the electrical wiring of almost all of the older homes and many of the newer homes is either overloaded or is carrying just about all that it safely should.

(To Be Continued)

### 8,600 See 'Freon' Exhibit In 45 States In 16 Months

WILMINGTON, Del. — Du Pont's educational exhibit and lecture on development, properties, and uses of "Freon" fluorinated hydrocarbon refrigerants has been presented to more than 8,600 refrigeration servicemen and contractors in 45 states over a 16-month period, according to E. I. Du Pont de Nemours & Co.

Actual showings, conducted by a dozen of the company's "Kinetic" Chemicals Division representatives, numbered 203 between January 1, 1952, and April 30, 1953. Groups witnessing the demonstration varied from 10 to 175, with an average attendance of 42.

### Hajoca Savannah Branch Opens Refrigeration Dept.

PHILADELPHIA — Hajoca Corp., distributor, announces that it will offer a complete line of refrigeration and air conditioning equipment to the trade in the Savannah, Ga., area through a new department recently opened at the corporation's Savannah branch located at 725 Wheaton St.

Twelve of Hajoca's 33 Atlantic Seaboard branches (Newark to Tampa) now offer equipment and service through refrigeration departments.

Merrill Poole, Savannah manager, announced that W. W. Wilson, formerly in the Refrigeration Div., Jacksonville Branch, will be territory salesman, and Milton Pappas, a new employee, will assume duties as "inside salesman."



### "Here's how we keep out of trouble"

Scale, algae, dirt and slime, if allowed to accumulate in "evaps," cooling towers, shell and tube condensers, will soon cause trouble. Head pressures mount. The machine may run all the time, or not at all. The way to prevent such trouble is to use Solvex Maintenance Grains regularly.

If you now have a neglected system and want immediate relief, Solvex Cleaner Grains will give you that. They can be used while the machine is in operation and, in most cases, will reduce head pressures in less than an hour. Solvex

is also available in easy-to-use tablet form.

Solvex\* contains no harmful acids or alkalis. It doesn't present a hazard to the operator. It can't harm equipment.

"Virginia" distributes two other Solvex products of interest to refrigeration engineers: Ice Machine Cleaner Powder safely removes lime deposits, slime and dirt which cause cube lock, opaque ice, slow freezing and offensive tastes. "CC" Coating, an excellent waterproofing and rust-preventive compound, is particularly suited for use where

galvanizing has been unsatisfactory.

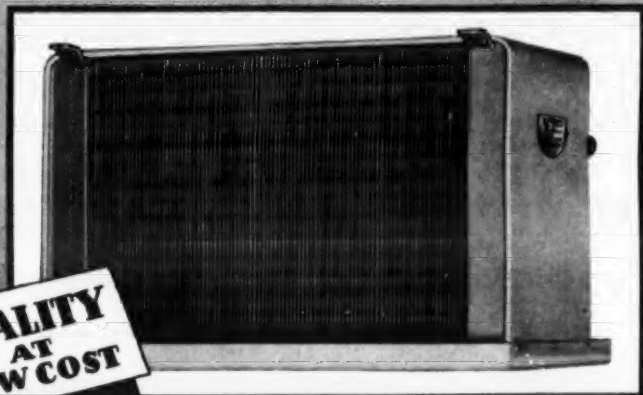
Your wholesaler has these fine-quality products. Or write VIRGINIA SMELTING CO., Dept. 63, West Norfolk, Va.

\*Manufactured by the CHEMICAL SOLVENT CO., Birmingham, Ala.

**VIRGINIA**  
Refrigerants

ESOTOP • KINETIC CHEMICAL'S "FREON" REFRIGERANTS  
V METH-L • CAN-O-GAS • PERMAGUM • PRESSTITE TAPE  
SOLVEX PRODUCTS • SUNISO REFRIGERATION OILS

## BETZ MODEL UC



QUALITY  
AT  
LOW COST

### UNIT COOLER

MODEL NO.	BTU'S @ 1" T.D.	C.F.M.	COIL SURFACE	LIST PRICE
260-UC	260	485	82.34 Sq. Ft.	\$147.00
347-UC	347	680	109.39 Sq. Ft.	182.00
433-UC	433	760	121.49 Sq. Ft.	198.00
540-UC	540	995	154.13 Sq. Ft.	241.00
688-UC	688	1260	204.19 Sq. Ft.	307.00
867-UC	867	1670	256.50 Sq. Ft.	348.00
1080-UC	1080	1975	307.92 Sq. Ft.	411.00
1490-UC	1490	2770	443.14 Sq. Ft.	534.00

SEE THEM AT YOUR WHOLESALERS

**BETZ CORPORATION**  
HAMMOND ★ INDIANA



## HOW TO APPLY VALVES

By A-P Controls Corp., Milwaukee

This is another in the series of articles discussing various aspects of valve applications which is based on excerpts from the "Product Application Manual" prepared by the sales department of A-P Controls Corp. and published with permission.

### Thermostatic Expansion Valves (5)

#### ADJUSTMENT OF SUPERHEAT

All A-P Controls valves, when leaving the factory, are set for a superheat which represents the setting required for normal applications. The superheats at which the valves are factory set are indicated in data bulletins and on instruction sheets packed with the valves.

If necessary to make a readjustment of valve superheat in the field, the best policy is to install the valve and permit the system to operate for a period of time before making the proper superheat setting. The superheat setting of Model 205C, Model 207, Model 207C, and Model 216 valves may be increased by turning the adjusting stem in a clockwise direction. Be sure to replace the sealing cap over the adjusting stem when proper superheat setting has been made.

Each rotation of the superheat adjusting stem changes the superheat setting by approximately  $2\frac{1}{2}^{\circ}$  F. to  $3^{\circ}$  F.

In general, it is desirable to operate at a relatively low superheat setting to obtain maximum evaporator capacity and efficiency. On the other hand, too close a superheat setting may permit small quantities of liquid to escape into the suction line and return to the compressor from time to time.

Superheat settings in the neighborhood of  $10^{\circ}$  F. are generally satisfactory, as high evaporator efficiency is maintained while providing ample assurance against liquid return to the condensing unit.

#### INTERNAL & EXTERNAL TYPE EQUALIZERS

The proper operation of thermostatic expansion valves is dependent upon the constant exertion of refrigerating system low-side pressure

against the valve diaphragm on the side opposite the power element. Thermostatic expansion valves may feature either an internal or an external type equalizer to provide this requirement.

Many valves for applications requiring one ton of refrigerating capacity or less feature valves with internal type equalizers. However, where required, valves in capacities of  $\frac{1}{2}$  ton or more are generally available with external type equalizers.

Employment of an external type equalizer is for the purpose of eliminating or offsetting the effect of pressure drop through the evaporator coil upon thermostatic expansion valve operation.

Where pressure drops below 2 lbs. occur between evaporator inlet and outlet, internal equalizer valves perform in a generally satisfactory manner. However, when pressure drops through evaporators range above 2 lbs., it is desirable to use an external equalizer type of valve.

Employing an internal type equalizer valve on a high pressure drop evaporator results in the same type of operation as the operation of the expansion valve at an extremely high superheat setting. Valve superheat setting cannot be reduced sufficiently to compensate for the effect of high pressure drop through the evaporator, and only the employment of external equalizer type valves will correct this condition.

#### MULTI-PASS DISTRIBUTORS REQUIRE VALVES WITH EXTERNAL TYPE EQUALIZERS

It is especially important that an external equalizer type of expansion valve be employed if a multi-pass distributor is employed with the valve.

Due to distributor design, considerable pressure drop occurs through the distributor itself, this pressure drop being necessary to insure proper distribution of liquid to all coil circuits. Pressure drop through the distribu-

tor has the same effect upon expansion valve operation as pressure drop through the system's evaporator coil.

If pressure drop through the evaporator is small, the external equalizer line from the expansion valve may enter the inlet of one of the passes through the evaporator. If pressure drop through the evaporator is large, the external equalizer should be tapped into the evaporator outlet.

The external equalizer connection should enter the suction line on the condensing unit side of the thermal bulb location. This is the generally recommended location of the external equalizer connection, a location which will represent a satisfactory arrangement for all types of externally equalized expansion valves.

(To Be Continued)

### Bush, Heat-X Reorganize New York Sales Force With Finck as Manager

WEST HARTFORD, Conn.—Expansion and reorganization of their New York City district sales force was announced recently by Bush Mfg. Co. here and Heat-X-Changer Co. of Brewster, N. Y.

George J. Finck has been named district manager, with Edgar L. Disbrow, Hugo Basch, and Arthur H. Randall as representatives working out of the New York office.

Finck was connected with Gibbs and Cox before joining Bush and Heat-X-Changer as a sales engineer in the New Jersey territory. He is a member of the American Society of Refrigerating Engineers and the Refrigeration Service Engineers Society. Finck is a graduate of Grinnell college.

Disbrow, formerly an application engineer, will cover sales engineering for both companies. He is a graduate of Tri-State college.

Basch was previously associated with National Tube Co. and is now an application engineer. He is a member of the American Society of Heating & Ventilating Engineers. He was graduated from Purdue university.

Randall, a graduate of Lehigh university, was formerly connected with Altherm, Inc. He will handle the Bush heating line in the metropolitan New York City area.

### Glenn Joins Sales Staff Of Tenney Engineering

NEWARK, N. J.—Tenney Engineering, Inc. has announced the addition of Thomas Glenn to the sales staff of its Refrigeration Div. Glenn

will cover northern New Jersey and will handle Tenney unit coolers, coils, expansion valves, ice makers, and its "Defrostolator." His headquarters will be in Newark. Prior to joining Tenney, Glenn represented Tesco Distributors and previous to that served four years in the application department of General Electric Co.

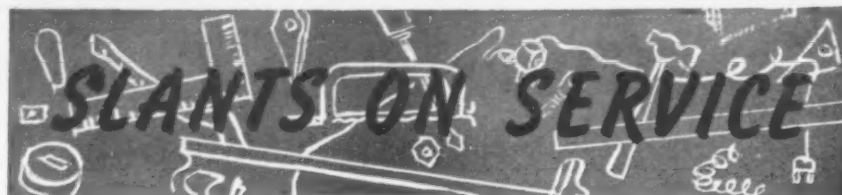


Thomas Glenn

#### To make a "GOOD CONNECTION" Call RIVERSIDE!

This rubber-encased connector links a refrigerator relay with a fuse terminal, which is welded to the compressor. Originally, the connector had a brittle plastic case which presented various problems. Our engineers suggested a molded rubber case, also redesigned the contacts. Resulting improvements: (1) Greater structural strength, (2) Elimination of damage in handling, (3) Faster assembly, (4) Better electrical contact, (5) Higher "pull-out" rating. And if you have problems involving the design or production of similar or more intricate assemblies, you too, can "make a good connection!" Just write or call us, without obligation, for engineering recommendations.

**RIVERSIDE MANUFACTURING AND ELECTRICAL SUPPLY COMPANY**  
10233 Michigan Ave., Dearborn, Mich., Tiffney 6-6800  
WIRING HARNESSES AND ASSEMBLIES • CORD SETS • HEATER AND EXTENSION CORDS • SWITCHES • MOLDED RUBBER PRODUCTS



### Poor Vacuum Usually Means Piston Valve Is Leaking

Detecting a leaking piston valve is easy because a compressor will not pull down below 20 in. vacuum. Of course, there is no way to tell which valve when there are more than one and so they are all changed.

Be careful when making this diagnosis as there are other things that may cause it to show up the same way.

One thing is a frost-back where the crankcase is full of liquid. This shows up by leaving the crankcase frosted or sweaty.

However, too much oil or a leaking seal may have the same effect but as these are extreme cases, you are pretty safe in saying the piston valves are leaking when you shut off the suction line and still can't get more than 20 in. vacuum.

### Book Covers Proper Control Maintenance

MILWAUKEE—What to look for in maintaining control equipment properly is told in a new eight-page manual entitled "Proper Maintenance of Control" released by Allis-Chalmers Mfg. Co.

Besides giving helpful suggestions toward overcoming some of the most frequent difficulties common to most electrical control devices, the pamphlet has a handy control troubleshooting chart for quick reference showing the symptom, possible cause, and cure.

The back page of the manual carries a listing of 26 suggested points for checking to assure satisfactory preventive maintenance of control equipment.

### Toussaint Heads M-H Appliance Controls Div.

MINNEAPOLIS—E. M. Toussaint has been appointed general manager of the Appliance Controls Div. of Minneapolis-Honeywell Regulator Co., with headquarters in Los Angeles, it was announced here recently by Paul Wishart, vice president and general manager of the company.

John E. Haines, vice president of the company, has been handling the duties of general manager of the Appliance Controls Div. in addition to his other responsibilities as head of the company's Commercial Div. He now will devote full time to the Commercial Division's expanding activities.

John Huff will continue as assistant general manager of the Appliance Controls Div., a position he assumed April 1.

### Nail Set Helps Stop Pinhole Leaks In Unit

Sometimes after welding up a sealed unit, it will be found that it is leaking. Very often this leak is a tiny pinhole in the weld, and it would be a big job to have it welded again.

At times like this, you will find it very handy to have a small-tipped nail set because you can stop the leak with it, says W. Tegner.

Start tapping the metal around the leak with your nail set. Start about  $\frac{1}{16}$  of an inch away and tap around the leak in ever smaller circles. This will drive the metal towards the hole until it is closed and leak is stopped.



### LARKIN CEILING HUMI-TEMP

Price is only one factor in the selection of any product—especially one that has so important a task as protecting valuable perishables. Performance must come first. Quality cannot be overlooked. Durability is highly important. Larkin has all of these. And Larkin has low prices, too. Compare them and see for yourself how low they are.

For the latest Larkin price list, see your wholesaler. If you wish, write direct to us. We shall be glad to send you one.

Manufacturers of the original Cross-Fin Coil  
• Humi-Temp Units • Frost-O-Trol Hot Gas Defroster • Evaporative Condensers • Cooling Towers • Air Conditioning Units and Coils • Direct Expansion Water Coolers • Heat Exchangers • Disseminator Pans.

WATCHDOG OF THE NATION'S FOOD SUPPLY  
**LARKIN COILS**  
519 MEMORIAL DR., S.E. • ATLANTA, GA.

### WANTED NEW SURPLUS UNITS AND COMPRESSORS $\frac{1}{4}$ H.P. TO 15 H.P.

Also expansion valves, fittings, belts, controls, motors, other refrigeration parts, for cash!

**TRACO INDUSTRIAL CORP.**  
455 W. 19TH ST., NYC  
WATKINS 4-4302

Let a Superior relief valve do your worrying!



Relief Valves are fast becoming an integral part of all refrigeration systems because of their fool-proof safety feature. No matter what the cause of a pressure overload, a Superior Relief Valve safely discharges the excess build-up and promptly reseals the system for continued efficient operation.

All Superior Relief Valves comply with the ASA-B9.1-1950 Code, assuring you of the proper discharge capacity for the size of the vessel. Pressure setting and capacity are stamped on the exterior of each Superior valve... and they are properly set and sealed at the factory.

For your next installation—whether it is built from blueprints or is an overhaul—ask your wholesaler to select the correct Superior Relief Valve for your purpose. It will pay off in added safety!

Ask your wholesaler for Superior Relief Valves!

**Superior valve and fittings co.**

Pittsburgh 26, Pa.



### Your Sales are the payoff

**LA CROSSE**  
THE LINE THAT'S PROFIT DESIGNED FOR YOU

SELF CONTAINED BOTTLE COOLER    DIRECT DRAW    SELF CONTAINED BLUEBIRD

DRAINBOARD    ICE CUBE MAKER 12 TRAY    ECONOMY PRE-COOLER

**LA CROSSE COOLER CO.**  
2801 LOSEY BLVD., SO.  
LA CROSSE, WISCONSIN

EXPORT OFFICE:  
80 BROAD ST.  
NEW YORK CITY  
CABLE: EXIMPORT

AND LA CROSSE GIVES YOU MORE OF EVERYTHING YOUR CUSTOMERS WANT MOST IN COMMERCIAL REFRIGERATION EQUIPMENT



## Fall Marts--

(Concluded from Page 1, Column 3) freezer, and other appliance manufacturers would participate, particularly in view of the fact that the "in-between" market is generally considered a "political maneuver" designed to head off inroads of home furnishings markets activity in other areas.

Right now there doesn't seem to be any solid opinion one way or another on this point.

In the past few years some furniture buyers have been going to the "unofficial" Fall markets in the High Point, N. C. area, and getting something of a "jump" in buying merchandise designed to reach the public after the first of the year. It is this activity that the Chicago October market is apparently designed to cut in on.

## S. &amp; R. Soda Fountain Now Covers All 48 States

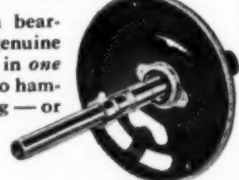
NEW YORK CITY—The S. & R. Soda Fountain Mfg. Co. here has announced that it now has representatives covering all 48 states. The company specializes in custom manufacturing.

S. & R. is represented in the New England area by Eric B. Thormann, in the mid-Atlantic area by J. E. Taylor, in the southeast by Leonard J. Ross, in the central area by E. N. McClure, in the midwest by Floyd E. Freeman, in the mid-south by Marcus W. Beach, and on the west coast by William T. Miles.

## Genuine Joe says:

Install sleeve bearings with this NEW Wagner Bearing Tool...

It removes worn bearings and installs genuine Wagner bearings in one easy operation. No hammering—reaming—or spoilage. Write for information today.



Wagner Electric Corporation  
8471 PLYMOUTH AVENUE, SAINT LOUIS 14, MO., U. S. A.

## DEALERS WANTED

## Comfo-Aire Automotive AIR-CONDITIONING UNITS

Systems available for almost any model of car from 1950 through 1953

Comfo-Aire incorporates many new features in automotive air-conditioning, including compressors designed specifically for automotive use.

DESIRABLE FRANCHISES AVAILABLE TO QUALIFIED DEALERS

Comfo-Aire, Inc., 918 Berdan, Toledo 12, Ohio

## Biggest Bargain Ever Offered TO OUR BIG INDUSTRY

Every phase of air conditioning and refrigeration selling—store layout, and display, financing, inexpensive advertising, dealing with manufacturers and distributors, selecting and getting the most out of salesmen, outwitting competition, making a profit on trade-ins and service, etc., etc.—covered completely in a 638-page encyclopedia:

## "BOTH FEET ON THE GROUND"

by GEORGE F. TAUBENECK

This book wasn't dreamed up—it was lived. Consists almost entirely of "case histories" drawn from interviews with dealers all over the country. All your questions answered by successful appliance merchandisers who have worked them out in practice. Profit from the other fellow's experience!

Price: \$5.95—ORDER FROM

CONJURE HOUSE DIVISION

Business News Publishing Co.

450 WEST FORT ST., DETROIT 26, MICH.

Please send a copy of Both Feet on the Ground.

☐ \$5.95 enclosed ☐ Send bill

Name .....

Address .....

**1000 WOMEN WANTED** to rate salesmen  
Here's all you do...

**1 VISIT ANY OR ALL DEALERS LISTED BELOW**

DEALERS' NAMES

**2 ASK THE SALESMAN ABOUT ANY ONE OF THESE**

**Gibson**

**3 FILL OUT THIS REPORT and send report to**

Reporter's Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Check which appliance you asked to show for in the next 48 days:  
☐ Refrigerator ☐ Range ☐ Freezer ☐ Dishwasher

Salesman's Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

Did you ask the salesman to show you a refrigerator? ☐ Yes ☐ No  
Did you ask the salesman to show you a range? ☐ Yes ☐ No  
Did you ask the salesman to show you a freezer? ☐ Yes ☐ No  
Did you ask the salesman to show you a dishwasher? ☐ Yes ☐ No

On separate sheet of paper complete a 25-word or less report to the Silkworth Co.

**WIN YOUR CHOICE \$250.00 Value ANY GIBSON APPLIANCE**

## Salesmen's Rating--

(Concluded from Page 1, Column 2) of the contest, he makes a start towards qualifying by visiting a Gibson dealer.

2. At the Gibson dealer, the shopper is to ask the salesman to show any one or all Gibson appliances.

3. After sales interview, shopper is asked to fill out a report on which salesman is rated. Shopper judges on these points: "Was salesman friendly in his approach, did he ask which appliance you need, did he demonstrate any major benefits, did he ask you to buy any model?"

4. Final step is the mailing of the report to the Silkworth Co. To win prizes in the contest the shopper must fill in the report and also write a 25-word statement telling why they would like a Gibson product. Prizes for retail salesmen include \$100 for a man who receives greatest number of "good" shopper-reports; and \$25 prizes for other salesmen who qualify under the rules.

## NARDA Meeting--

(Concluded from Page 1, Column 4) thinner with increasing mergers, consolidations, and acquisition by purchase. The reason for this new trend, he noted, is the desire of every large company to offer a full line to its dealers.

"You'll eventually see in this country about 10 big-name, complete-line national brands, with all others either out of the picture or relegated to a position of unimportance," Alter forecast.

"As dealer ranks thin out, and as manufacturers' lines of products become broader and more complete, the day of full-line and exclusive dealerships will not be far off. As a matter of fact, it is not far off now, and smart dealers will start shaping their affairs for the day when they will become exclusive dealers of one complete line, obtaining along with such franchise reasonable territory protection.

## Competition 'Fierce' Under Exclusive Franchise

"Under such an exclusive setup, make no mistake, competition will be as fierce as ever. Automobile dealers, who operate on exclusive franchises, will most certainly testify to that. But this competition is of a different kind from what we have today in this business."

H. A. Warren, manager-distribution, Major Appliance Div., General Electric Co., told the group at its three-day meeting at the Conrad Hilton hotel here last week:

"Presently there are over 100,000-000 appliances in active use in American homes. We project that many more than 100,000,000 will be sold during the next eight years.

"In terms of retail dollars, the total objective for the major appliance industry... is to develop a five-billion-dollar-plus annual business within the next 10 years.

"This is a man-sized figure. But it is a figure well within the bounds of reason and optimism for those of us who are willing to take the time to study and appreciate the revolutionary growth and development of our industry over the past two decades.

## \$3 Billion Worth To Be Sold at Retail?

"As a matter of fact, five billion dollars might well prove to be all too conservative, in light of the fact that our industry this year will probably sell at retail more than three billion dollars worth of major appliances.

"To give three examples, we project in 10 years the annual sales rates of refrigerators alone at four million, of electric ranges at 2,200,000, and of room air conditioners at a million time an unknown multiplier factor."

In his report to the group, Wallace Johnston, NARDA president, called for "a new spirit at every level of the industry, a spirit which stems from the combination of business morality and loyalty and the courage to believe in the fight for both.

"We must rebuild our own level of the industry so that it holds a promising future, that it renders true service and wins the respect of the public, that it is free from chicanery and such practices as distributors who supply us with merchandise selling at cut prices in competition against us and the falsification of the worth of used merchandise by excessive trade-in allowances.

## Industry May Follow Automotive Pattern

"We've been told that, if we live long enough, we'll see the appliance industry following the pattern of the automotive field, with limited franchises, the excess of dealers eliminated, and the remaining ones having a good volume based on a fair inven-

## Openings for Exclusive DISTRIBUTORSHIPS

Popular line of counter model refrigerated display cases. Requires direct selling to eating establishments, food stores, drug stores, taverns, bakeries, etc. Also to Dealers already established in most territories. Backed by National advertising program.

Address: Sales Manager

**LERN, Incorporated**  
Chicago 22, Illinois

## Air Conditioners Lead Sales In Philadelphia Area

Electric Appliance	May-1953	May-1952	5 Mos. 1953	5 Mos. 1952
Air Conditioners .....	7,288	...	15,038	...
Clothes Dryers .....	576	411	3,299	3,812
Dishwashers .....	321	525	1,782	1,973
Home Freezers .....	1,312	1,278	6,698	3,927
Ranges .....	1,250	936	5,881	5,205
Refrigerators .....	6,563	6,128	29,323	27,563
Television .....	6,106	7,000	61,475	60,689
Water Heaters .....	666	683	3,738	3,249

tory, stock of parts, rendering service, and having a measure of territorial protection through a meaningful franchise.

"Let's accelerate the pace of this day's arrival. Let's define our loyalties, choosing the brands and the distributors we know we can trust. Then let's be strong in resisting special deals and promotional appeals designed to wean us away from those to whom we give, and who grant us, allegiance."

## Price Cutters Fail

Johnston said one of the reasons for this "abrupt ultra-conservatism" is the "sudden failure of a series of notorious cut-price business houses in many parts of the country."

Failure of these businesses, he asserted, "is confirmation of NARDA's cost-of-doing business survey findings that the margin of profit for the appliance and television dealer must be increased to where he can compete with the builder or the favored account on equal terms."

In another talk, Roy O'Sullivan, distributor salesman for Peirce-Phelps, Inc., Philadelphia, answered the charge of NARDA past president Mort Farr, made in a speech last August before the National Association of Electrical Distributors, that the distributor salesman is the weakest link in the appliance distribution chain.

## Dealer Doesn't Take Advantage of Help

O'Sullivan claimed that "Mr. Average Dealer" makes no attempt to better himself, his store, his displays, or his selling force by taking advantage of selling helps offered by the distributor's salesman.

He then declared: "The majority of distributor salesmen, mainly from selfish reasons, want more than anything else for you to be successful—he and his company are only successful to the extent that you are. His suggestions, whether they fit into your ideas or not, are offered from his experience and knowledge only to help you move, profitably, his merchandise or his competitors. . . . It is the exceptional dealer who uses the facilities of the distributor as he should."

These and other talks presented at the meeting will be reported in detail in forthcoming issues of the NEWS.

A. W. Bernsohn, NARDA managing director, told members that the association has sent a letter to the Federal Trade Commission asking the agency for an expression of opinion regarding special prices to builders and varying prices to dealers.

Bernsohn also announced establishment of a new committee which will confer with manufacturers in an effort to promote closer industry cooperation. Vergal Bourland of Fort Worth, Texas, is chairman of the committee.

During the meeting, Emerson Dole of Wichita, Kans., was elected to the board of directors. He replaces Frank Monette of Beaudry & Monette, Inc., Lowell, Mass., who resigned because of the pressure of business since he took over full ownership of the firm.

## Philadelphia Sales--

(Concluded from Page 1, Column 2) receiver sales were down about 14%. Home freezer sales numbered 1,312 units, a slight gain over the 1,278 sold in May last year. But for the first five months of 1953, sold 6,698 freezers were sold as compared with 3,927 in the same period of 1952.

Ranges and clothes dryers also sold in larger volume this May than in 1952. Sales of water heaters and dishwashers were down.

Comparative unit sales between 1952 and 1953 are in above table.

## R. E. Chase Represents Acme In Northwest Area

TACOMA, Wash.—The R. E. Chase Co. here was recently appointed factory representative and sales engineer for Acme Industries, Inc. in the northwest territory.

The company covers Washington, Oregon, western Montana, and northern Idaho.

## NOW YOU CAN COMPETE!

... here's your EXTRA PROFIT line of \* **ELECTRIK-ICE**

**WATER COOLERS**

YOUR LOW PRICE  
**\$129.00**

\*TRADEMARK  
REG. U. S. PAT. OFF.



MODEL E-550 SHOWN

UNIFLOW offers a Complete line of LOW COST Water Coolers designed for dealers EXTRA PROFITS and Customers satisfaction. Write for a FREE "Extra Profits" brochure."

**UNIFLOW**  
MANUFACTURING COMPANY  
1513 East Lake Road  
ERIE, PENNA.

"A Leader In The Water Cooler Field For Over 20 Years"











## Government Contracts

### PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request to the purchasing officer under which the purchase is listed in this Synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number or reference number and the opening date. This will save time in filling your request. For reasons of economy, specifications are normally not included with the bid invitations unless the specification is a new one. First time bidders on a particular item should request a copy of applicable specifications and drawings at the time the request for a bid is made.

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following U. S. Army Ordnance Offices: Ordnance Tank Automotive Center; Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Raritan Arsenal; Ordnance Ammunition Center, Joliet, Ill.; Rock Island Arsenal; Springfield Armory; Watertown Arsenal; and Watervliet Arsenal. Complete information on any purchase listed by any of those offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not ask an Ordnance District Office for information on a purchase unless it is listed by one of the above-named offices. Ordnance District Offices do not have information on any other purchases. Invitations for bids numbers will be followed by the letter "B." Requests for proposals or quotations will be indicated in this column by the letter "Q" or, if numbered, the number will be followed by the letter "Q."

### DEPARTMENT OF DEFENSE

Description	Quantity	Invitation No.	Opening Date
The Post Engineer, Fort Leonard Wood, Missouri			
Installation of Air conditioning system, complete, in Theater No. 1	1 ea.	(AV-23-037 53-38)	17 Jul 53
Installation of Air conditioning system, complete, in Theater No. 2	1 ea.	(AV-23-037 53-38)	17 Jul 53
Navy Purchasing Office, 111 East 16th Street, New York City, New York			
Silica Gel, Desiccant	9900 lbs.	1709B	21 Jul 53
Valves	Various	Q-1050	10 Jul 53
Gate Valves	Various	Q-1067	8 Jul 53
Bureau of Ships, Washington, D. C.			
Condensing unit equipment for air conditioning Plant 12 ton capacity 440 volt 3 phase 60 cycle AC.	19	549 620Q	24 Jul 53

### GENERAL SERVICES ADMINISTRATION

Description	Quantity	Reference No.	App. Bid Date
Business Service Center, General Services Administration, Region 5, 575 U. S. Courthouse, 219 S. Clark St., Chicago, Illinois			
Water Coolers.	335 ea.	CHN-427	10 Jul 53
Int. Fed Spec. 00-C-0056B			

### CONTRACTS AWARDED THROUGH JUNE 29

District Public Works Office, Eighth Naval District, New Orleans, La.  
Air Conditioning in Building No. 11 at the U. S. Naval Station, New Orleans, La.—Job, \$36,248.—Industries Engineering Corp., 2927 Jackson Ave., New Orleans, La.  
Purchasing and Contracting Office, 3800th Air University Wing, Maxwell Air Force Base, Alabama  
Installation of Air Conditioning System, Complete, in Bldg. 753, 755, 757, and 758, Maxwell Air Force Base.—Job, \$49,624.—Hayes Sheet Metal & Roofing Co., 1318 Water St., Salma, Ala.  
Department of the Navy, District Public Works Officer, 6ND U. S. Naval Base, Charleston, S. C.  
Installation of air conditioning, Bldg. Nos. 5, 16, and 28 at the U. S. Naval Minecraft Base, Charleston, South Carolina. NOY-77351 (2).—Job, \$46,934.—Industrial Cont. Co., P. O. Box 2797, Jacksonville, Fla.  
Office in Charge of Construction, Public Works Office, Fifth Naval District, Norfolk 11, Virginia  
Miscellaneous Heating Projects, U. S. Naval Mine Depot, Yorktown, Virginia.—Job, \$81,350.—McKay-Helgerson Co., Post Office Box 57, Greenville, S. C.  
General Stores Supply Office, 700 Robbins Ave., Philadelphia 11, Pennsylvania  
Coolers, water (Inv. No. 4-1365).—1683' ea., \$177,705.—General Electric Co., Air Conditioning Div., Commercial Products Dept., 5 Lawrence St., Bloomfield, New Jersey.  
The Quartermaster Purchasing Division, Columbus General Depot, Columbus 15, Ohio  
Spare parts for HM-7 refrigeration unit (DA 33-031-QM-18452).—1137, \$77,803.—U. S. Thermo Control Company, 44 S. 12th St., Minneapolis, Minnesota.  
Purchasing and Contracting Office, Camp Gordon, Georgia  
Installation of air conditioning in eight (8) Hospital Buildings, Camp Gordon, Ga.—Job, \$28,858.—Smith and Wall Company, Inc., 222 Milledgeville Road, Augusta, Georgia.  
Procurement Office, Walter Reed Army Medical Center, Washington 12, D. C.  
Replacing refrigeration units in walk-in boxes.—Job, \$32,900.—McCrear Engr. Co., 514 2nd St., N.W., Washington, D.C.

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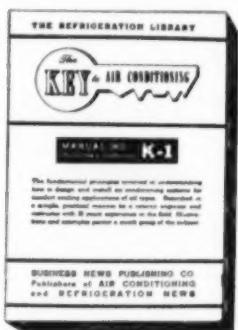
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MANUAL NO. K-2—Sheet metal ducts (sizing methods, problems of design); discussion of air cleaning devices; heat transmission coefficients; problems and tables for figuring heat gain; air through cooling coils; selection of cooling coils, expansion valves, compressors, and water cooling coils.

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### Airtemp Names Dalton Detroit Area Sales Mgr.

DETROIT—Peter J. Dalton has been named manager of Chrysler Airtemp's Detroit sales region, J. F. Knoff, Airtemp vice president and general sales manager, announced recently.

Dalton replaces Jerome A. Clarke who has moved to Airtemp's Dayton plant to take charge of sales training activities. Dalton joined Airtemp last year as field engineer in the Dayton region. Prior to joining Airtemp, Dalton was closely associated with marine, air conditioning, and refrigeration engineering. For two years he was head of his own consulting engineering firm which he dissolved to enter Miami university, Florida. He was graduated with the master's degree in chemical engineering in 1951.



Peter J. Dalton

### Fresno Distributor Expands Warehouse and Sales Force

FRESNO, Calif.—Billings Wholesale, here is undertaking a major expansion program to take care of increased appliance, radio, and television business in the San Joaquin Valley, Harry H. Billings, president, announced recently.

The company, distributor of Admiral products, will enlarge its offices and warehouse facilities and increase its field sales force, Billings said.

Allan B. Pontius has joined the organization as general manager and will work closely with Billings in sales and administration. Pontius has been in the radio and appliance business in California for many years. He was with Leo J. Heyberg Co., appliance distributor, for more than 20 years, serving as branch manager in the Fresno area in 1950 and 1951.

### Speed Queen Appoints Distributor for Hawaii

RIPON, Wis.—Director of sales Reg. J. James of Speed Queen Corp. has announced the appointment of the Von Hamm-Young Co., Ltd. as a Speed Queen franchised distributor for the Hawaiian Islands.

The Von Hamm-Young Co. is one of the largest major appliance distributors on the islands and has been successfully in business for 53 years. With branches in Hilo, Hawaii; Lihue, Kauai; Wailuku, Maui; and Honolulu, T.H., Von Hamm-Young will give Speed Queen complete coverage in the Hawaiian Islands.

### Fox Manages Production At Westinghouse Plant

COLUMBUS, Ohio—Frank C. Fox was named recently as manager of production at the Westinghouse Electric Appliance Div. plant here. The appointment was announced jointly by C. L. VanDerau, division general works manager, and E. L. Smith, works manager for the local plant.

In addition to his new responsibilities, Fox will continue to handle contractual negotiations incidental to the de-activation of the Columbus jet engine program.

Fox began his career with Westinghouse in 1933 as a merchandising student. He later served in various sales capacities with the Boston, Mass., and New Haven, Conn., sales offices and returned in 1939 to headquarters sales in Mansfield, Ohio.

In 1940 he joined the Connecticut Electric Sales Co. as major appliance sales supervisor. Four years later he returned to the appliance division in Mansfield where he served in various supervisory capacities in the manufacturing and quality control departments.

In 1947 he was transferred to the purchasing department and was named assistant purchasing agent in 1951. He was appointed to the Columbus plant staff in June, 1952, as contract manager, a position he held prior to his present appointment.

### Tyler, Agency Win Award For Industrial Advertising

MILWAUKEE — Tyler Fixture Corp., represented by Joseph B. Henning, advertising and sales promotion manager, and its advertising agency, Jones & Taylor & Associates, South Bend, Ind., represented by James W. Taylor, Jr., were presented an Award of Merit "for the most effective use of advertising in industrial publications in 1952" in a national competition sponsored by the Associated Business Publications.

Results of the 11th annual competition for advertising in business papers were disclosed at that organization's recent meeting here.

### Louisville Reporter Joins News Bureau of G-E Div.

LOUISVILLE, Ky.—Robert Crumpler, formerly a reporter for the Louisville Courier-Journal, has joined the General Electric Major Appliance Div. News Bureau here.

Crumpler has been assigned to general publicity and public relations operations. His particular field will be the trade press.

Before joining the Courier-Journal in 1950, as a general assignment reporter, Crumpler was a reporter on newspapers in Huntington and Charleston, W. Va. He was graduated from Marshall college at Huntington in 1946, with an A. B. degree.

## CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

### POSITIONS WANTED

VERSATILE SALES representative or service manager. Need someone to spark your sales force, or solve your service and field engineering problems? My more than 20 years' experience in the branch sales and service departments of such leaders as Norge, Frigidaire, Kelvinator, and Copeland—and operation of own refrigeration service organization—may be just what you need. Accredited Refrigeration Engineer—graduate of Chicago Engineering Institute, granted 16 refrigeration patents. 41 years young. Will travel anywhere. Let's talk it over at your convenience. LOUIS L. FEENEY, 1827 So. Bronson Ave., Los Angeles 19, Calif. Phone REpublic 3-6322.

SALES EXECUTIVE open for position. Heavy experience in commercial and industrial refrigeration, air conditioning, and heating industries. Small and large corporation experience. Right age. Aggressive. Nation-wide acquaintance with wholesalers, distributors, and manufacturers' representatives. Free to travel extensively and relocate. Write BOX 4334, Air Conditioning & Refrigeration News.

I HAVE over fifteen years' experience in the wholesale air conditioning-refrigeration field; sales, purchasing and management. New York metropolitan area. Age in middle thirties, pleasant personality, good appearance, aggressive. Would like to make solid connection with either a manufacturer or wholesaler. Will relocate, if position warrants. Write BOX 4338, Air Conditioning & Refrigeration News.

### POSITIONS AVAILABLE

ACME INDUSTRIES, Inc., Jackson, Michigan has openings for sales engineers in both home and regional offices. Prefer mechanical engineering or electrical engineering background with some field experience. If you are dissatisfied and seek a real opportunity with a progressive organization, submit a complete resume to director of personnel, 600 North Mechanic Street, Jackson, Michigan. Confidences fully respected.

REFRIGERATION MANUAL writer—Progressive Chicago appliance manufacturer has opening for a technical writer to prepare service and operating manuals for household electric refrigerator, room air conditioners, freezers, and other major appliances. Experienced writer preferred, but will give full consideration to person with sound knowledge of refrigeration service practices and the ability to express ideas clearly and concisely on paper. Permanent position. Submit resume of experience and salary requirements. ADMIRAL CORPORATION, 3800 W. Cortland St., Chicago, Illinois.

AIR CONDITIONING service mechanic, also refrigeration service mechanic. Experienced. Steady position and good salary. MARC AIR CONDITIONING & REFRIGERATION CORP., 360 Broadway, Brooklyn 11, N. Y. Stag 2-2244.

AIR CONDITIONING and refrigeration field service engineer for manufacturer of compressors from 5 hp. to 60 hp. Must have practical experience in installation and servicing. Travel required. Give age, education, experience, and salary in letter to SCHNACKE, INC., Evansville, Indiana.

DETROIT REFRIGERATION Jobber requires an experienced counter man. If you have the experience we will pay you top wages. Excellent working conditions. Replies will be held strictly confidential. State full details on experience and availability. BOX 4321, Air Conditioning & Refrigeration News.

NATIONALLY-KNOWN MANUFACTURER of home freezers has openings for several salesmen, under 45 years of age. Preference will be given to experienced men. Submit complete educational, employment, and personal background. Write BOX 4335, Air Conditioning & Refrigeration News.

NATIONAL MANUFACTURER electric water cooling equipment has openings for sales representatives to sell wholesale electrical, hardware, and industrial supply distributors in established territories in Southeastern, Midwestern and mid-Atlantic states. Salary, bonus, expenses; insurance and pension plan. Only complete resumes stating training, experience, salary desired considered. Replies confidential. BOX 4337, Air Conditioning & Refrigeration News.

### EQUIPMENT FOR SALE

CARRIER REFRIGERATION: Used Centrifugal Refrigerating Machine, Model 17-M, size 42, applicable to all refrigeration and air conditioning requirements, maximum 240 tons, direct connected to Murray low-pressure steam turbine. Can be used for various capacities and temperatures. Complete unit; excellent condition. Can be purchased at a saving of 50% of its new cost. Can be arranged for motor drive. DENNY & CLARK, 1923 W. North Ave., Chicago 22, Ill.

CLUB BARS. Polished stainless steel exterior, top, sides and front. Two Perlick, chrome-finish, refrigerated beer faucets, with foam control. One push-type chrome water faucet. Capacity—2 kegs on tap and one spare—or 2 kegs on tap and eight cases of bottles. Complete with tap rods, taps, air hose, Korosol connectors and air manifold, with expansion valve mounted, ready for remote installation of unit. These are brand new, in original factory crates; new guarantee; close-out price—\$340.00 net f.o.b. Philadelphia. Limited quantity. FOGEL REFRIGERATOR COMPANY, Philadelphia 37, Pa.

BRAND NEW, latest model Compressors up to 5 hp. at tremendous savings! Sealed units—1/2 hp. @ \$45; 3/4 hp. @ \$55; 1 hp. @ \$70. Model 564 1/2 hp. domes (motor compressor assemblies) @ \$33. Also 1/2 hp. DC and 25 cycle AC open-type. Quantities limited, so act now! MANN REFRIGERATION SUPPLY CO., 440 Lafayette St., New York City, Gramercy 3-8000.

ATTENTION SERVICEMEN — Send for our 1953 Catalog, Relays, expansion valves, controls, dehydrators, V belts, open & hermetic units. All new merchandise at great savings up to 50%. Sold on Money Back Guarantee. WALTER W. STARR REFRIGERATION, 2833 Lincoln Ave., Chicago 13, Illinois.

### FRANCHISES WANTED

ACTIVE PENNSYLVANIA distributor with high financial rating is interested in adding nationally-accepted beer dispensing equipment to their line. Send full particulars and literature pertaining to above to BOX 4336, Air Conditioning & Refrigeration News.

### FRANCHISES AVAILABLE

DEALERS — DISTRIBUTORS. Master-freeze front-opening milk coolers. Complete range of sizes—streamlined. Tops in appearance and performance. Masterfreezes food freezers, 10—16—20 cu. ft. sizes. Walk-in coolers and freezers—custom built—any size. All very competitively priced with attractive discounts. Write Dept. AC, MASTERFREEZE CORPORATION, Sister Bay, Wis.

### MISCELLANEOUS

NORGE SEALED units remanufactured or exchanged. Immediate delivery from stock. 2 year warranty. Freon refrigerant. Write for prices and shipping instructions. Genuine Norge terminals for Norge sealed units. Sets of three, \$1.15 plus postage. MODERN REFRIGERATION CO., INC., 12541 E. McNichols Road, Detroit 5, Mich.



## How Freezer-Food Plans Stand Now--

(Concluded from Page 1, Column 3) chandise in the San Francisco area, but as one retailer from that area says:

"How's the public going to know what's a bargain in a freezer? Prices have been all over the lot, and there's so many variations in makes and models that a prospect has no basis on which to determine what's a bargain and what isn't."

In the Los Angeles area, one major manufacturer says that he hasn't lost any good dealers who were operating on the freezer-food plan basis, and points to the following fact to prove the point that the situation isn't as black as it was painted: most of the sales of this particular make of freezer were financed by a well-known financial institution which held back a reserve of 1½% to cover any losses it might incur through repossessions, etc. The reserve fund accumulated by this holdback has been far more than adequate to cover any losses sustained, it is stated.

### Few 'Fast Buck' Operators Left In Northwest

In the Pacific Northwest the picture is spotty, but there has been an elimination of many "fast buck" operators, and in some areas freezer-food plans are booming. In some of the atomic energy plant areas, where

company-owned housing is the rule, there have been practically no delinquencies. Reason is that delinquency on a debt can result in loss of job and cheap housing!

As was stated previously, there is general agreement that the fast-buck operator—the door-to-door selling outfit with non background in appliance retailing—has been the element that has hurt the freezer-food business the most.

### Why Prices Were 'Ballooned'

The damage they did was primarily on these two counts (1) the "ballooning" and "footbaling" on prices together with downright misrepresentation or dishonest tactics in procuring down payments, this being done mainly to enable the salesmen to grab off outlandish commissions; (2) negligence or dishonesty in checking the credit of buyers.

As the competition for 'hot shot' freezer salesmen became keener, commissions zoomed up to 15% and higher. But this evil did not stop there; some merchandisers offered a flat fee of up to \$250 per sale. Naturally, the list prices had to be "ballooned" in order to enable the payment of such fees to salesmen.

"Some of the door-to-door boys were absolutely fantastic in the way they operated," declared one observer.

"One of these guys worked with a partner and made his calls in an automobile. He would go in and make the pitch alone, putting all the emphasis on the savings that could be made in food purchases, and in some instances not even mentioning the fact that there was a freezer involved.

"If the prospect got to the point of saying 'this sure looks like a good thing, and I'd like to buy it' but protested that money wasn't available for a down payment, the salesman would say:

"It just so happens that the president of our company is with me today and I think he might be talked into loaning you the money for the down payment."

"How could the salesman and his partner afford to do this? Easily, when you consider that his commission might be as much as \$250 or more, several times the sum that was asked as a down payment. The salesman, of course, asked for his commission as soon as he checked in the conditional sales contract.

### 'Didn't Know They Were Buying a Freezer'

"Many of these people, when later confronted with the conditional sales contract they had signed, declared that they didn't even know they were buying a freezer."

A good analysis of the situation has been made by John F. Gensley, Jr., assistant vice president, Bank of America National Trust and Savings Association, who wrote in a financial field publication earlier this year as follows:

"It (the freezer-food plan) started to attract the attention of that element of pseudo-salesmen whose actions malign the efforts of the aggressive but ethical sales fraternity who have contributed so much toward the high American standard of living.

"With them they brought their misleading bonus plans, their falsification of terms and lies about values. Very questionable advertising appeared, largely over the air.

"How do they find their financing connections? The usual vehicle for securing a financing connection is through a direct approach, usually supported by a high recommendation from a freezer wholesaler. The new

retail sales firm could easily have a clear recorded background in specialty selling of pots, pans, cleaners, roofing, siding, and other items.

"In cases where wholesalers recommend these firms they usually are thinking of sales volume. They expect that banks and finance companies will check carefully into the credit aspect. In some cases lenders eager for volume do not give careful enough consideration to the effect of sales methods and ethics on installment credit mortality.

"One interesting sidelight to methods of that type of operator is the employment competition among themselves. They pirate each others' so-called salesmen by offers of over-increasing rates of commissions. Through that many price themselves right out of the market.

"These are some of the methods:

"Lending to the purchaser, out of the salesman's commission, all or a large part of the down payment required by the lender;

"Falsifying of the lender's down payment requirements by loading the sales price shown on the contract and then giving a substantial discount reflected as all or part of the down payment indicated thereon;

"Omitting essential credit information from the purchaser's application and even 'window dressing' the application.

"Misrepresentation of the size, model, and even make of the freezer.

"Loading of heavy delivery, warranty, and installation charges in order to increase the salesman's commissions. Sale of misleading food spoilage insurance certificates."

However, the Bank of America

official has not been made unduly pessimistic by these malpractices, and he says in his conclusions:

"However, those operators do not dominate the field, although in some areas they accounted for approximately one-third of home freezer sales volume. What about the rest?"

### Ethical Dealers Profit

"Some legitimate dealers were lured into those ranks. Some stooped to meet that competition. However, the ethical food-freezer dealers continued to profit.

"There has been much promotion and misrepresentation, alleged and real. Nevertheless, monthly payment delinquencies in that category (freezers) are comparable to those experienced in other household appliance financing lines. While credit mortality, or repossessions, have been slightly higher and have caused some concern, they have not reached the danger point."

Then Gensley makes these recommendations:

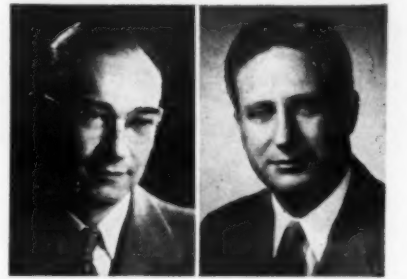
"Sales methods and ethics vitally affect the retail credit mortality.

"A prospective dealer's background should be carefully investigated. He must have had a clean and successful experience in both sales and business management. Lenders should be very factual in consideration of this point and adopt an attitude of 'When in doubt—throw it out.'

"A dealer should have adequate physical facilities to properly service the merchandise he sells."

"A cash down payment should be required as a means of detecting misrepresentation as well as for economic reasons.

"The lender should check directly with at least 10% of the retail purchasers to verify the authenticity."



John Porter P. Wassmansdorf

### G-E Names Adv. Mgr.--

(Concluded from Page 1, Column 3) port. He became advertising manager for all small appliances in August, 1949.

During the war he served for three years with the U. S. Navy amphibious forces in the Pacific and was discharged with the rank of lieutenant commander.

Porter was in charge of advertising for the G-E Electric Department at Schenectady from 1942 until 1945, when he was transferred to Bridgeport as manager of small appliance advertising and sales promotion. He became advertising manager for major appliances in August, 1949.

### Browne Heads Gibson Freezers

GREENVILLE, Mich. — Appointment of W. J. Browne to a new executive post with Gibson Refrigerator Co. has been announced by F. L. Sacha, manager of Gibson sales.

Browne, who was formerly manager of electric range sales, has been appointed manager of food freezer sales.

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One type of insurance is the product they handle. They find that by stocking only high-quality products, nothing can go awry. They know that a recommendation based upon those products is the best thing they can offer their customers.

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